

# The NATIONAL UNDERWRITER

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July 26, 1958

## What Was Behind NALU Building Project Row And Committee's Angry Resignation

By ROBERT B. MITCHELL

How did it happen that the building committee and the board of trustees of National Assn. of Life Underwriters came to such an explosive parting as occurred last week?

The six year history of the NALU building project has been racked by controversy more than once, but probably none as dramatic as the fireworks attending last week's special meeting of the board and the building committee in Washington at which the committee resigned en masse after being told that it would have to accept the NALU president and managing director as additional members and that it was to make no contracts or commitments without specific advance endorsement by the managing director and approval by the executive committee.

It is difficult to analyze the causes without seeming to both sides to be biased in favor of the other. Actually, it would probably be incorrect to say

that there is any "right" or "wrong" side. The building committee and the NALU leadership got to the point where their ideas differed so sharply on the building project that something had to give. The longer the divergence continued the sharper the differences and the more explosive the outcome.

The building committee, headed by Charles E. Cleeton, general agent of Occidental Life of California at Los Angeles, has for some time favored putting up a very handsome memorial type building that would not only be a place to carry on NALU's functions but would also be an inspiring monumental structure that would make life insurance field men proud of their calling.

The committee and Chairman Cleeton in particular, did a superb job of selling this concept of a "home" for NALU. Mr. Cleeton has repeatedly qualified for the Million Dollar Round Table but his enthusiasm and sales ability were never better exhibited

than in his appearances before the NALU board of trustees and national council. Even as the projected building plan was enlarged and building-cost estimates rose with inflation, there was little disposition on the part of anybody in Mr. Cleeton's fascinated audiences to question the wisdom of putting up a million-dollar building to provide quarters for NALU and Life Underwriter Training Council.

Moreover, those who might have been inclined to be vocal in their objections for the most part stifled their views because as the project grew in magnitude they recognized the fund-raising job ahead and even though they may have disapproved of so lavish a structure they were unwilling to throw a monkey-wrench into the machinery.

Another deterrent to the potential critics was the fact that "Chuck" Cleeton, under pressure of the complexities of the building project piled

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## Family Plan, Stock Market Sag, Boom Boston's Ordinary

Half-Year's Sales Better Than 25% Ahead; Activity In Electronics Also Helps

Why is Boston, not generally thought of as a boom town, so far out in front of the other large cities in percentage of ordinary sales gain as to be practically out of sight?

While most of the other big cities are down or showing only small gains, Boston wound up the first five months 27% ahead in ordinary sales. Indications are that when the figures are totted up Boston will be found to have finished the first half-year very close to the 5-month rate of increase. That's better than twice New York City's percentage, the next best showing. And of course it's in a completely different league from the national increase in ordinary sales, which was 2%.

The family policy and the resurgence of thrift-consciousness due to stock market's weakness seem to have been the main factors in Boston's surprising record. While other cities were making hay with the family policy the first half of last year, Massachusetts agents couldn't sell it until last fall, when the insurance department finally gave its consent.

The lack of the family policy doubtless had a good deal to do with why Boston was at the bottom of the list of big cities for the first half of last year in percentage increase in ordinary sales, 15%. Next lowest percentage was New York's 20%, and St. Louis was leading the pack with 39%.

But the gratifying increase is by no means confined to companies writing the family policy. Among Boston general agents and managers queried by THE NATIONAL UNDERWRITER, quite a few feel that the inherent thrift-consciousness of New Englanders, stimulated by the weakness of more speculative types of investments, had a good deal to do with the Boston sales increase.

Here's what Robert B. Whittemore, general agent of Connecticut Mutual, gave as his off-the-cuff opinion:

"The biggest single factor was the  
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## 5,000 Agents Being Asked Their Views On Developments

Five thousand life agents are being surveyed by the LIAMA research division to determine their opinions on developments in the business which affect them and their policyowners. The first of these annual surveys of agents' opinion, conducted in cooperation with National Assn. of Life Underwriters, will make it possible to chart trends in the industry from year to year.

The questionnaires were developed by LIAMA researchers, mailed by NALU, and are to be returned to LIAMA headquarters in Hartford. The responses will be processed and tabulated there.

The questionnaire itself is divided into two major categories. The first part has questions regarding specific events and developments in the insurance business such as "What recent developments in the life insurance business do you believe are most likely to benefit the public?" The second group of questions measures opinion on a number of specific topics and will remain constant from year to year.

Both NALU and LIAMA believe that with the full cooperation of those receiving the questionnaire this survey can become a constructive influence within the agency system.

## Mich. Farm Bureau Ups Dividends

Farm Bureau Life of Michigan has increased its dividend scale for most policies. Most increases are around 10% to 15% over the old scale. Premium rates for mortgage protection policies have been decreased.

## Executive Committee Of NALU To Meet Soon On Building Project

WASHINGTON—President Albert C. Adams of National Assn. of Life Underwriters plans to call a meeting of the executive committee shortly to go over the planning for the new building, on the basis of the reduced budget which the trustees last week substituted for the projected million-dollar building. The conference will place the executive committee in a position to act promptly should circumstances call for it, a statement from NALU headquarters said.

Mr. Adams plans to appoint a new NALU building committee "immediately" so a full report on plans for the building can be made at the forthcoming annual meeting of NALU in September at Dallas. The former committee, headed by Charles E. Cleeton, general agent of Occidental of California at Los Angeles, resigned in a body last week, after being informed by the trustees that its membership was to be enlarged by addition of the president and managing director of NALU and being given a directive not to enter into any commitments or contracts without an OK from the managing director and the executive committee.

Mr. Adams has been conferring with government officials about the site for the building, which has yet to be formally decided to NALU in exchange for another lot on the same block. According to NALU sources, there has been no decision on whether to sell the site or not.

All American L.&C. has been licensed in Rhode Island for A&S and life, bringing the total to 29 states in which the company is listed.

## Life Sales Drop 8% In June, 3% In Six Months; Ordinary Up

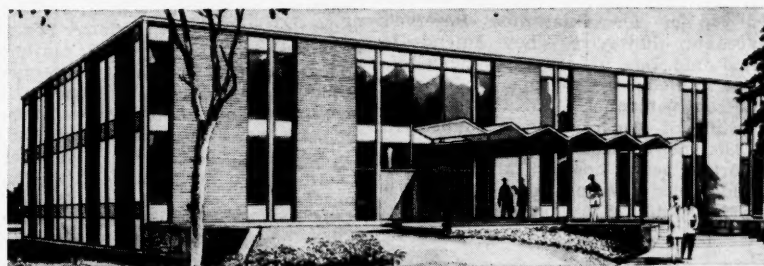
Sales of life insurance in June were \$5,162,000,000, an 8% decline, and for the first six months of 1958 were \$32,445,000,000, a 3% decrease according to LIAMA. Ordinary recorded gains of 3% and 2% for the same periods, respectively.

Ordinary sales for June were \$3,882,000,000 and in the first six months were \$22,835,000,000.

Group life sales of \$721,000,000 showed a 42% decline for the month, and group's \$6,402,000,000 sales for the six months were off 15%.

Industrial life sales of \$559 million were down 2% for the month, and \$3,208,000,000 sales for the six months were off 10%.

Prudential has moved its Pocatello, Ida., district agency to new, larger quarters at 418 West Center street.



NEW BUILDING being constructed for LIAMA's occupancy on Sigourney street, Hartford, near the present building, which LIAMA has outgrown. The new building will give LIAMA more room and also space it can rent to subtenants, thus providing expansion space for future needs.

## LIAMA's Atlantic Alumni Assn. Votes For Present Status

Atlantic Alumni Assn. of LIAMA management schools will maintain its present status, according to a letter to members from association President Paul L. Guibord, home office general agent for Mutual Benefit Life.

A poll of 450 members conducted earlier this year resulted in 72% of those replying in favor of keeping the association as it is, an independent group open to graduates of LIAMA schools in agency management. The questionnaires were sent to those attending the last three association meetings and to present and former board members.

The executive committee has decided, however, that any general agent or manager who had attended a LIAMA school might invite to an Atlantic Alumni meeting one or more of his management staff (associate or assistant general agents, supervisors, assistant managers and district managers). Also any associate general agent, supervisor, assistant manager or district manager who had attended a LIAMA school might invite his own general agent or manager, but not other management personnel in his organization.

All graduates of the LIAMA management schools are automatically members of Atlantic Alumni Assn. There are no other membership requirements and no dues. Whether a school graduate has ever attended a conference in the past he is still a member and welcome to the association meetings.

The 1958 meeting will be Thursday and Friday, Sept. 25-26 at Hotel Roosevelt, New York City. If any school graduate has not received a program and registration form by Aug. 1, he should contact LIAMA headquarters in Hartford.

## Guarantee Reserve Officers Purchase Life of America

Life of America, of Wilmington, Del., has been bought from President John Kane and his family by four officers of Guarantee Reserve Life of Hammond, Ind., for \$4 million.

The purchasers, who were elected as the new board of directors, will hold these posts: Jerome F. Kutak, chairman; Eugene Jaffe, president; Richard M. Seidel, vice-president and secretary; Robert Weiss, treasurer and assistant secretary. At Guarantee Reserve they are president, vice-president, secretary and treasurer, respectively. They made the purchase personally, not for Guarantee Reserve's account, however. They intend to maintain Life of America's home office in Delaware and operate it under present personnel, Mr. Kutak said.

Life of America was founded in 1935 and is licensed in 17 states. It started as a hospitalization insurer and added life insurance in 1953. It wrote about \$25 million in 1957.

Perpetual Life of Denver has been licensed in New Mexico. The company now operates in three states.

## Winners Of Four MDRT Scholarships Announced

The winners of the four Million Dollar Round Table \$300 tuition scholarships for the Pur-



Arthur F. Priebe

due and Southern Methodist universities' life insurance marketing courses have been announced by Arthur F. Priebe, Penn Mutual Life, Rockford, Ill., chairman of the MDRT scholarship committee.

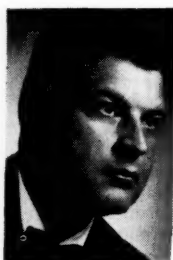


Wm. V. Schuster



E. L. Stackfleth

due; and E. L. Stackfleth, Mutual Benefit Life, Wichita, Kan., and John M. Turner, Massachusetts Mutual, Denton, Tex., who will attend Purdue; and E. L. Stackfleth, Mutual Ben-



C. R. Purnhagen

efit Life, Wichita, Kan., and John M. Turner, Massachusetts Mutual, Denton, Tex., who will attend S.M.U. Winners were permitted to choose between Purdue and S.M.U.

### Have Wide Sales Knowledge

A veteran of three years service in the marine corps, Mr. Purnhagen graduated from Miami (Ohio) university in 1941 with a B.S. degree in business administration. Before taking up life insurance selling he was in research and sales work for Frigidaire. Special activities in sales included platform appearances to present factory programs and products at district sales meetings attended by dealers and salesmen. He was also a sales instructor at the Frigidaire division managers' meetings held periodically at the factory.

Mr. Schuster started in life insurance selling, with Prudential, six years ago. For a recent 12-month period his sales exceeded \$1 million dollars on 85 sales. He has a B.S. degree in education from

Wisconsin State University and an LL.B. degree from the University of Wisconsin.

Mr. Schuster's selling is about equally divided among setting up complete programs, simple programming sales based on social security plus life insurance, and sales based on business insurance and estate planning. Last year he earned the CLU designation.

### Low Pressure Selling

Using a low-pressure system of selling, Mr. Schuster generally seeks an interview on the attraction of a new idea to show, which could be of benefit to the prospect, or on the basis of analyzing the present status of his insurance program to determine if it is doing the best possible job. His policyholders are divided about evenly among business men, including ranchers, professional people, and personnel in the air force, in which he served three years.

Mr. Stackfleth joined Mutual Benefit Life two years ago with a background of engineering, educational and psychological work. Nearly all his sales involve working out complete programs for prospective buyers. He holds B.S. and M.S. degrees from Kansas State College. While with the Colman Manufacturing Co. as education director, he received the Research Institute of America's annual award for "outstanding contributions to the development of executive skills in human relations and manpower utilization." Office Management magazine published his article on how to be a conference leader.

### Conducted Bank Programs

As part of his life insurance work, Mr. Stackfleth conducted "The True Security" programs for the Fourth National Bank of Wichita, Cessna Aircraft, and other local companies. This is a Mutual Benefit program designed to enable employers to help their em-

(CONTINUED ON PAGE 23)



John M. Turner, Massachusetts Mutual, Denton, Tex., with his Seeing Eye dog, Villa, leaving his office.

## Nw Mutual Agents Assn. Holds 3-Day Milwaukee Confab

Northwestern Mutual Life's Assn. of Agents three-day annual meeting at Milwaukee this week got off to an inspiring and optimistic start with an address by President Donald C. Schlichter entitled "Ours Is The High Road." Mr. Schlichter, speaking before the association for the first time as president of the company, really covered the waterfront in his discussion of the various phases of the company's activities. (His talk is reported in part elsewhere in this issue.)

Next in line was Grant L. Hill, vice-president and director of agencies, who presented the honor awards to the various agencies for last year's efforts.

The general agents achievement cup was awarded J. H. Jamison agency, Chicago, scoring 851 points out of a possible 1,000. In second place among the 95 general agencies was J. M. Law agency, Atlanta.

W. B. Walthers district agency, Sheboygan, Wis., associated with V. W. Huber general agency of Oshkosh, won the district agency cup by scoring 7.6 points out of a possible 10. In second place among the 241 district agencies was M. S. Polhemus of Wayne, Neb., affiliated with R. H. Pickford Jr. general agency of Omaha.

Both cups are awarded annually by the company for outstanding performance during the previous agents' year in coast-to-coast competition. Performance, which is rated with a graded point system, includes insurance sales, policyholder satisfaction and the development of productive agents.

Other general and district agencies were honored at the annual meeting for their large volume of sales. The leader among the general agencies was Stumm & Roeder, Aurora, Ill., with John R. Mage, Los Angeles, second, and Frank R. Horner, Madison, Wis., third.

The R. E. Castelo district agency Champaign, Ill., again took first place (CONTINUED ON PAGE 12)

## Jenkins-Keogh Bill Gets Ways-Means OK

WASHINGTON—The House ways and means committee voted Tuesday to report out HR 10, a modified Jenkins-Keogh bill giving self-employed persons some of the type of tax break afforded employees under pension plans approved by the internal revenue service.

Chairman Mills said the bill was rewritten to reduce the size of deductions eliminate benefits considered not essential, remove unintended hardship and conform the language to internal revenue code style.

He said the expected loss of revenue for a full year is estimated "very broadly as about \$365 million" but the loss for the fiscal year 1959 will be far less.

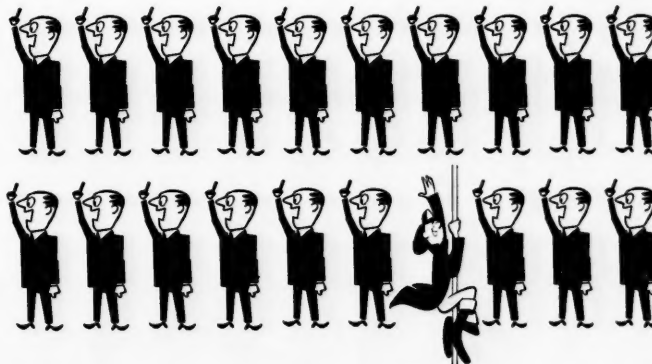
### Reports Best Six Months

Massachusetts Mutual Life reports the first six months as being the best in its 107-year history, with a gain of 26.7% over the same period last year. Ordinary life sales totaled \$468,063,415.



## Some interesting facts about Chartered Life Underwriters\*

19 OUT OF 20  
MAKE LIFE INSURANCE  
THEIR  
**LIFE-TIME CAREER**



3 OUT OF 4  
STAY WITH THE  
**SAME COMPANY**



THEIR MEDIAN INCOME  
FROM  
LIFE INSURANCE ALONE  
IN 1955 WAS **\$13,900**



**THOSE WHO BECOME C.L.U.'s** also tend to move into management and executive positions with their companies. When this happens at New England Life, as it so often does, we regard it as a bonus return on our investment. The purpose in supplying support to the Society and to the men attending is to produce *professional life underwriters* in the strictest sense of the phrase. When this is accomplished, nothing but good can result for the man, his clientele, his company and the entire industry.

\*SOURCE: C.L.U. Annual Review, 1957

**NEW ENGLAND**  
*Mutual* **LIFE** Insurance Company  
BOSTON, MASSACHUSETTS

## McMullen Is Pacific Coast Manager Of Natl. Underwriter

Robert L. McMullen has been appointed Pacific Coast manager by the National Underwriter Co. He is in charge of business in California, Washington and Oregon, with headquarters at 582 Market street, San Francisco.

Mr. McMullen, a veteran, graduated from Indiana University in 1950 and was employed for seven years by Pennsylvania Railroad in the freight sales department prior to joining the National Underwriter Co.

Richard A. Goodson, vice-president of Southwestern Bell Telephone, has been named to the board of Southwestern Life.



R. L. McMullen

## NALU Reminds Natl. Council: Substitutes O. K. For Convention

National Assn. of Life Underwriters has issued a reminder to national committeemen and presidents of state and local associations, advising them that if they cannot attend the NALU convention in Dallas, Sept. 7-12, a substitute can be elected, thereby averting the loss of their votes in the national council.

Herbert J. Baum, Protective Life of Alabama, Birmingham, as chairman of the committee on credentials, said that boards of directors of state and local associations are empowered by NALU bylaws to designate substitutes "with like (voting) powers" when presidents and national committeemen cannot attend.

Mr. Baum said, "Be sure the name of the substitute is sent to George T. Wittie, NALU, 1800 H street, N.W., Washington 6, D.C., prior to Sept. 1. Moreover, all members of the national council are requested to report to the committee on credentials, promptly on arrival at Dallas to receive their vot-

## Texas Holds Up Final Action On National Bankers Life Status

Commissioner Harrison of Texas is holding up final action on the status of National Bankers Life of Dallas, following receipt of a telegram from Pierce P. Brooks, founder and former chairman, which stated that he is negotiating with an undisclosed New York syndicate for the sale of his majority holdings.

The telegram arrived before the conclusion of a three-day hearing before the insurance board on the fitness of the firm's management, and its financial soundness growing out of its investment practices.

In his telegram, Mr. Brooks also offered to place his stock in a voting trust in Little Rock, where he now resides.

ing credentials."

At the same time, Mr. Baum reminded secretaries of local associations that names of convention delegates, should be reported to Mr. Wittie no later than Aug. 15.

## Donald Slichter Tells Nw Mutual Agents Of Penalty On Thrift

Reporting a general picture of progress and optimism for his company and the life insurance business in general at Northwestern Mutual Life's annual Assn. of Agents' meeting, President Donald C. Slichter, said there was one area in which he was unable to speak encouragingly. "Life insurance companies are, contrary to the belief of some, substantial tax payers to the U. S. government, as well to all the 48 states," he said. "Last year Northwestern paid \$5,598,164 in taxes to 46 states and the District of Columbia and \$9,862,781 to the federal government. But the Secretary of the Treasury and Congress, too, seem to think that thrifty savers should contribute greater sums to increase taxation of life insurance companies," Mr. Slichter declared.

### Tax Load Will Be Similar

"I will not burden you with technical details, but we at Northwestern are concerned, as we do not believe our tax load will be vastly different from that of other life companies; Washington is seeking to increase substantially the amount now being paid by all companies, mutual as well as stock companies. We are hopeful this question can be resolved soon, but the outlook is not encouraging for speedy action.

"I hope Congress will approach this problem with saneness and understanding. After all, a tax from life insurance savings is a penalty on thrift and self-sufficiency. It's not the thrifty that later become financial burdens to the federal government; it's the individual who is always postponing until tomorrow its purchase of life insurance."

### Objectives And Operations

Mr. Slichter also discussed the differences between the objectives and operations of a life company and other businesses. He said that with the average manufacturing or trade corporation unless the enterprise earns money, all else is to little avail. "If the usual corporate business enterprise does not make money it soon ceases to be. With a mutual life company, although there are no stockholder owners, they, nevertheless, are also in the business to make money. In the case of a mutual life insurance company, in theory money is made for the owning policyholders by saving them money. In so doing it has always been our ambition to offer our product at cost that can compare favorably with all other life insurance companies of recognized standing, whether mutual or shareholder owned. Northwestern has always taken a stern view of this obligation . . . It is not and has not been easy in these days of keen competition to take on all comers on every plan at every age."

The idea of bringing high quality and low cost together was not a new idea even a hundred years ago, "and in this day of whoop-it-up-sales schemes, it is still apparently an unusual business concept in some quarters," he declared. "Another element of our business that distinguishes it greatly from the usual business enterprise is the nature and importance of the sum total of its customers—in other words—our policyholder group."

As to another way in which the life

(CONTINUED ON PAGE 10)

## LIFE WITH PROVIDENT

### C.L.U.—Degree of Distinction

Hallmark of the man who has earned the C. L. U. degree is his professional approach to the life insurance needs of his clients. For he has gained a greater understanding, through C. L. U. study courses, of the vast field encompassed by life insurance and how best to apply his skills to individual situations. And with his increasing professional ability comes greater self-assurance, respect and usually increased income, too, because his services are more valuable. That's why increasing numbers of men are preparing themselves for a greater future in life insurance through C. L. U. studies. For many years Provident has provided financial assistance as one of the encouragements for field representatives to qualify for the C. L. U. degree.



PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY

Chattanooga—Since 1887

LIFE ACCIDENT SICKNESS HOSPITAL SURGICAL MEDICAL



WRITTEN BY WENDELL V. MILLIMAN

## Want To Be A Group Insurer? N. A. Re Booklet Tells What To Bear In Mind

NEW YORK—Answers to many questions confronting executives of companies not now in the group insurance business but considering the possibility of entering it are contained in a booklet issued by North American Reassurance. Titled, "Is Group Insurance for You?" it was written by Wendell Milliman, fellow of Society of Actuaries and actuarial consultant at Seattle, who was formerly vice-president in charge of the New York Life group department and before that a group executive of Equitable Society.

The 60-page booklet is mainly devoted to factual and statistical material but Mr. Milliman also discusses some of the problems involved in entering the group field. The booklet, while not written with the aim of encouraging any company to enter the group field, points out that "it is obvious that many companies which have not entered the group field are faced with the question of whether or not they should do so."

Following is a report of the booklet's section on problems involved in entering the group field.

Any company considering going into the group insurance field should consider the following facts:

1. No new entrant in the group field can expect at the outset to compete on equal terms with the companies which are already established in this field.

2. An investment must be made in order to enter the group field. This investment will include the investment normally required in a going concern to place each year's new business on the books. It will also include an investment, whether in cash or time of present staff or both, to place the company in a position where it can sell and administer group policies. This investment may be large or modest depending upon the manner in which the company enters the field.

3. Group insurance puts great emphasis on service. Each new entrant into the group insurance field, if it is to be successful, must find some effective way of furnishing this service.

4. As contrasted with individual insurance, group insurance is much more frequently bought than sold. A company, in order to be successful in selling group insurance, must, therefore, be prepared to satisfy informed buyers as to the quality of its service and the reasonableness of its costs. Likewise, the successful salesman of group insurance must be able to sell at cost.

### Mortgage Debt Report Published With LIA Grant

The National Bureau of Economic Research, aided by a grant from Life Insurance Assn. of America, has published "The Volume of Mortgage Debt in the Postwar Decade" by Saul B. Klamman, economist for National Assn. of Mutual Savings Banks.

The report covers the period 1945-56 and provides the most complete and consistent set of statistics yet available on total amounts of mortgages outstanding on different types of properties and on the holdings of these mortgages by the main groups of investors, particularly the various types of financial institutions.

The report is one of a series emerging from an investigation of postwar capital market developments in the U.S. which is being financially assisted by the LIA grant.

group insurance must be versed in group insurance and the services which this company can furnish in this field.

5. The technique and procedures involved in selling and administering group insurance differ from those for individual insurance. The functions involved can be handled effectively only by personnel with working experience with them, or by personnel with the basic competence and willing to take the time to learn how to handle them. It should be recognized that, if present staff is to handle some or all of these functions, some of the best talent in the company will be required. It should also be recognized that inevitably there will be a substantial diversion of time of executive personnel required to handle the problems arising from entering the group field.

6. The profit margins from group insurance are small. A company must be effective in its sales efforts and economical in its administration in order to make any profit in this field.

7. A new entrant in the group field must be content with limited objectives. These objectives should be carefully chosen to match the strengths and capacities of the company and the size of the investment that it is willing to make to enter this new line of business.

In the light of these facts, it is wise for a company to consider carefully what its objectives would be if

it entered the group insurance field and in what market it is most apt to have success commensurate with its investment. There are obviously several different ways (and degrees of activity) of entering this field. Among these are the following:

1. Business limited to group insurance to cover the company's own employees and agents.

2. Business limited to policyholders closely identified with the company or its officers which may be written without competition.

3. Business limited to the foregoing, plus business involving quite limited competition and where there are reasons aside from normal cost and service factors for the company to expect favorable consideration.

4. Business limited to geographical areas where the company has unusual strength such as its home state or the area of its strongest one or two agencies.

5. Business limited to the more stable forms of group insurance (such as life insurance, accidental death and dismemberment insurance and disability income insurance). Such a limitation of forms of insurance offered can, of course, be combined with any of the limited markets mentioned above.

Some companies have started in the group insurance field with such limited objectives and have then expanded their activity as they acquired knowledge and prestige in the business. Any company considering going into this field would do well to give serious consideration to such a gradual entry into the business.

Frequently a new entrant in the group field is faced with a conflict

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## More Than 500 Aetna Life Agents Qualify For Honor Meetings

The final conference of the annual round of meetings of Aetna Life's Corps of Regionnaires, honor organization for leading producers, came to a close at Murray Bay, Que., with citations for six 30-year members and talks by agents and home office personnel.

More than 500 qualified for the 1958 meetings held at Point Clear, Ala., Santa Barbara, Cal., Bretton Woods, N. H., and Murray Bay.

Singled out for special honors at the Murray Bay meeting were six Old Guardsmen who have been members of the honor group every year since the organization was founded. They were Harry G. Feldman, Pittsburgh, H. Cochran Fisher, Washington, D. C., Arthur E. Hicks, Joliet, Ill., Rudolph LeBoy, Chicago, Ernest L. McCutcheon, Hartford, and Erhardt G. Schmitt, New Haven. Others cited included 57 Veteran Regionnaires who have qualified for 10 or more years.

### Stresses Estate Conservation

In his talk, "Put Your Lawyers To Work," D. P. Cavanaugh, assistant general counsel, discussed the number, variety and complexity of human economic and financial problems and stated that there is "no end to the possibilities for life insurance solutions to those problems." While most life insurance has and will continue to be focused on estate creation, he pointed out there is increased emphasis on its function in estate conservation.

Mr. Cavanaugh described estate planning as "a team operation" which should always include the insurance man, the lawyer and sometimes an accountant and a trust officer. While the lawyer must be the "captain of the team," he said the insurance man occupies "the most important position" and must keep the team functioning and direct its activities.

While admitting that the insurance man should have some knowledge of taxes, trusts and accounting, Mr. Cavanaugh urged Regionnaires to make good use of their lawyers in working out the technical problems involved in advanced underwriting work.

John O. Coughlin Jr., Boston, described his successful use of referred leads which account for more than 80% of his life business. Pointing out that "top grade contacts usually provide top grade leads," he said he seeks only qualified prospects who recognize

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### N. Y. Life Ad Discusses Social Work As Career

The need for trained social workers and the opportunities in this line of activity are discussed in the current New York Life advertisement in its career series.

The advertisement quotes Russell W. Ballard, noted social scientist and director of Hull House in Chicago.

Mr. Ballard tells parents that social work is just beginning to come into its own as "a science, an art and a profession."

Social work, Mr. Ballard says, has become one of the better-paid of the helping professions, and social workers are no longer expected to take a "vow of poverty" when they enter the field. For trained people, he points out, there is rapid advancement to supervisory positions, with salaries ranging from \$7,500 to \$10,000 yearly.

# COMMONWEALTH LIFE INSURANCE COMPANY



One of the Nation's billion-dollar companies, offering modern life insurance service in seven States — from the Great Lakes to the Gulf Coast.

HOME OFFICE:  
**Commonwealth Building**  
**Louisville**  
The Tallest, Finest Office Building in Kentucky

## Equitable Society Group Leaders Plan Scholarship Awards

A college scholarship plan for deserving children of Equitable Society's some 8,000 agents and 12,500 home office and field force personnel has been inaugurated by the Group Millionaires' Club.

Calling it "a truly altruistic program," club president Thomas A. Ferns, Akron, said, "We have made great contributions to the betterment

of the American workman and his family. While doing so we ourselves have been enriched. Why not share by helping to educate the sons and daughters of our colleagues in Equitable?"

He added that as far as he knew, this was the first program of its kind in the life industry.

Eligible to compete for the scholarships are second-semester juniors and first-semester high school seniors. Selection of students will be on the basis of nationwide aptitude tests conducted by the National Merit Scholarship

Corp., an independent organization which will also recommend the amount of aid for each winning student.

### Flint Agents Name Christenson

Flint Assn. of Life Underwriters has elected Bert D. Christenson president succeeding Ronald M. Swartz. Other new officers are Albert L. Roeder, 1st vice-president; Cy G. Lewis, 2nd vice-president; Robert V. Winters, secretary; C. Leonard Emiry, treasurer, and Charles Milner, national committee-man.

## InsurOmedic Life Stockholders Approve Capital Stock Reduction

AUSTIN—Commissioner Harrison has announced that InsurOmedic Life has received approval from stockholders and directors to reduce its capital stock from \$500,000 to \$100,000. This apparently paves the way for a relicense of the company, subject to acceptance of a charter amendment by Attorney General Wilson.

The company's action resulted from a show-cause hearing held last month on a charge of insolvency growing out of certain transactions involving real estate holdings.

Directors, who wish to avoid receivership, have reported that renewals have exceeded 80%, and the company is currently collecting \$11,000 a month in rental income and investments.

It was also reported that Pioneer Fisher, who resigned as president, has put \$72,000 in cash into the company and that merger negotiations are under way with an undisclosed Texas company.

## United States Life Changes Its Merchandising Approach

United States Life has changed its merchandising approach in a move designed to coordinate agency research activities with agents training and sales promotion.

Kenneth Lustig, training director, will supervise the new program with the assistance of Roy Proctor, advertising director, and Lewis Robinson, research director.

Mr. Proctor will continue to direct advertising, publicity and sales promotion activities, and Mr. Robinson will head sales research work.

# The Manhattan Life Again Points the Way with Its Family Member Insurance Rider

UP TO  
**\$50,000**  
WIFE  
INSURANCE

or one half amount of Husband's Basic Manhattan Life Policy, whichever is less.

That's just one of 4 Family Member Insurance Riders. See the other three at right.

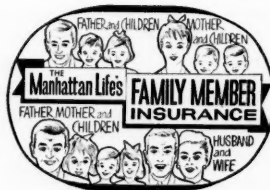
### HIGHSPOTS OF THESE NEW RIDERS:

The Term Insurance on Wife and/or Children is convertible to one of a wide choice of permanent plans. New commissions paid on conversion.

Children born after Rider is in force automatically insured, 15 days after birth. No increase in premium.

The Family Member Insurance Rider can be attached to most Manhattan Life policies.

*The Family Member Insurance Rider is available in most of the states in which the Company operates.*



### 3 OTHER RIDERS

#### CHILDREN INSURED

by Rider attached to  
Mother's Policy.

#### MOTHER AND CHILDREN INSURED

by Rider attached to  
Father's Policy.

#### CHILDREN INSURED

by Rider attached to  
Father's Policy.

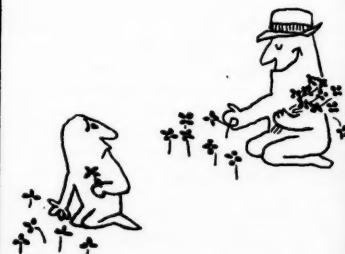
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Ask About Paid-Up Provision,  
Waiver of Premium,  
and Sub-Standard Issues.  
Sorry, We Just Haven't Room  
Here for the Whole Story.

Over a Billion of Insurance in Force

**THE MANHATTAN LIFE  
INSURANCE COMPANY**  
*of NEW YORK*

Home Office: 120 West 57th Street, New York 19, N. Y.



**THINGS ARE JUST A  
LITTLE BIT BETTER AT  
GUARANTY SAVINGS!**

Interested in a career  
agency of your own?  
General Agent openings  
(some established) in  
Alabama, Georgia, Florida,  
Mississippi, Louisiana,  
South Carolina,  
Tennessee.

Call Collect  
Lee Roy Ussery,  
President  
AM 3-1028

• Life  
• A & H



**GUARANTY  
SAVINGS  
LIFE**

Home Office — Montgomery, Ala.



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**"Here's the key to the car, Son...  
but don't forget, responsibilities go with it."**

"As a new driver, remember you have some mighty important obligations. Your own safety—the security of others—your family's peace of mind—all of these depend on your care, your caution, your courtesy when behind the wheel."

**M**OST parents spend some anxious hours when their teen-agers first begin to drive—and with very good reason.

For it is in the 15-to-19 age group—the ages at which most young people usually start driving—that accident fatalities are at their peak.

One of the first things that should be impressed on young people is the power and speed of today's cars.

If this power is misused—if the driver "steps on it" for a thrill—he is asking for an accident. But if he learns to respect power and the necessity for keeping it under control at all times, he will be a safer, more skillful motorist.

In addition, young drivers need to become thoroughly familiar with the rules of the road, and learn the importance of constant attention to driving. The driver whose attention is diverted can lose control of his car before he realizes it.

Young drivers who take courses offered in many high schools make far better drivers than others taught by less competent teachers. If your school does not give safe driving courses, ask your police department where to get competent instruction.

**Young drivers** gain a lot from parents who set good examples of safety. Parents who strictly observe speed and all other traffic regulations can be far surer that their teen-agers will do likewise when trusted with the family car.

Last year thirty-eight thousand Americans died in traffic accidents and well over a million were injured. We can reduce this toll if all drivers—young and old—will drive at all times with care, caution, and courtesy.

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**Metropolitan Life Insurance Company**  
(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.



This advertisement is one of a continuing series sponsored by Metropolitan in the interest of our national health and welfare. It is appearing in two colors in magazines with a total circulation in excess of 35,500,000 including Time, Newsweek, Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, Redbook, Reader's Digest, National Geographic, U. S. News.

## Equitable Society Opens Agencies In Wichita, Lincoln

Equitable Society is opening agencies in Wichita and Lincoln, Neb. E. Ned Embry, manager at Omaha, will head the Wichita agency and Oscar D. Mitchell, district manager at Kansas City, becomes manager at Lincoln. Frank J. Lynch, also a district manager at Kansas City, will succeed Mr. Embry. The appointments are effective Aug. 1.

D. D. Edmunds, 2nd vice-president, said that the recent economic growth of the two states prompted the expansion moves. He said, "We want to place the society in a position to participate in this growth. We feel Kansas now deserves its own agency. As for Nebraska, our increasing activity there more than justifies the opening of a second agency office, particularly one in the state capital."

Mr. Embry, began his life insurance career with Equitable Society in 1932 while he was still in college at the University of Kansas. In 1934, he entered

the agency of his father, A. M. Embry, at Kansas City, Mo., and, in 1942, was appointed district manager at Wichita. He became associate manager in 1948, and was appointed manager at Kansas City in 1951. The following year he was appointed manager at Omaha.

Mr. Mitchell started in the insurance field with Equitable Society at Kansas City in 1937. In 1948, he started a "scratch" district in Salina, Kan. He is a director of Kansas General Agents & Managers Assn., past president of the Kansas CLU chapter.

Mr. Lynch joined Equitable Society in 1947, also at Kansas City. He was appointed district manager in 1952. He is a CLU.

### Central Texas Life Assn. Elects

West Central Assn. of Life Underwriters, Abilene, Tex., has elected as officers for 1958: A. H. Kucholtz, Southland Life, president; W. Eldon Roberts, Fortune Life, vice-president; D. R. Richardson, Amicable Life, secretary; T. B. Eliff, Great Southern Life, treasurer; and Robert J. Tiffany, Equitable Society, national committee-man.

## Two-Thirds Of U.S. Workers Covered By Group Life In '57

About two-thirds of the nation's wage and salary working force were covered by group life protection at the beginning of this year, with 1957 purchases the highest recorded for any one year, according to a survey by Institute of Life Insurance which showed gains in all types of employee benefit protection.

At the start of 1958, there were 38,094,000 persons with group life totaling \$133,794,000,000. Included in this total was dependent coverage on 2,704,000 family members for \$1,348,000,000 at the first of the year. Over \$1,237,000,000 was paid in premiums for group life protection in 1957.

"More new group life insurance, a total of \$14,091,000,000, was purchased last year than was in force in 1939," the institute reported. "An additional several billion dollars of group protection was provided under existing plans for newly eligible employees and included increases in the amount of

coverages for those currently insured."

There were 25,530 new group plans established last year, bringing the total number of plans in effect at the beginning of 1958 to 120,400. New group life plans, covering dependents and written in 1957, numbered 1,050. At the start of 1958, there were 4,450 of these programs.

In 1957, \$828,555,000, about 30% of the total death benefits paid by life companies, went to the beneficiaries of group insured under 318,195 individual certificates.

Group annuities, an important part of employee retirement planning, covered a total of 3.9 million persons for \$1,445,000,000 future annual income, at the start of 1958. During 1957, there were 790 group annuity programs established, bringing the total number of plans at the start of the year to 6,060.

At the beginning of 1958, some form of group A&S protection was provided by the nation's life, casualty and A&S companies for a substantial portion of the wage and salary working force, the institute reports.

Some 45,237,000 persons were insured at the start of this year for group hospital expense by insurance companies under approximately 95,000 contracts, 45,753,000 for group surgical expense under about 96,000 contracts and 25,124,000 for group regular medical expense under more than 56,000 contracts. Group loss of income insurance covered 21,381,000 employed under 246,660 contracts, and group accidental death and dismemberment coverage was provided for 18,447,000 persons under 83,960 contracts.

More than 12 million persons were covered by group major medical at the start of this year, three-fourths of them under plans supplementing the basic health coverages and the remainder under comprehensive programs including all basic benefits. However, at the beginning of this year, the number of comprehensive plans, approximately 9,000, had surpassed the number of supplemental plans, which totaled about 7,500.

Over-all, there was a 154% increase in the number of group major medical expense plans in force at the end of 1957, and a 50% rise in the number of persons covered. The number of comprehensive plans registered a 400% gain.

Group credit life, reported in a separate category by the institute, continued to show a substantial gain, with more than 27 million loans or installment purchases covered for \$16,225,000,000 of repayments under 35,770 group plans at the start of 1958.

And Now---

## GUARANTEED-INSURABILITY

Lincoln National's new guaranteed-insurability plan assures the policyholder the right to buy additional permanent insurance at standard rates at three-year intervals between ages 25 and 40. In addition, it immediately provides decreasing insurance protection to age 40.

This new plan is another reason for our proud claim that *LNL is geared to help its field men.*

The  
LINCOLN NATIONAL LIFE  
INSURANCE COMPANY

Fort Wayne, Indiana

Its Name Indicates Its Character

### LIFE-ACCIDENT AND HEALTH OPENINGS \$16,500-\$8,000

Mid West	— Group Actuary	\$16,500.
South East	— Life Actuary	16,500.
East	— IBM Manager	10,000.
East	— Sr. Methods Analyst	10,000.
West Coast	— Supt. Agencies	10,000.
South East	— Group Undr. Mgr.	9,000.
East	— Life Controller	9,000.
East	— Life Admin. Asst.	8,500.
Mid West	— Group A&H Undr.	8,000.

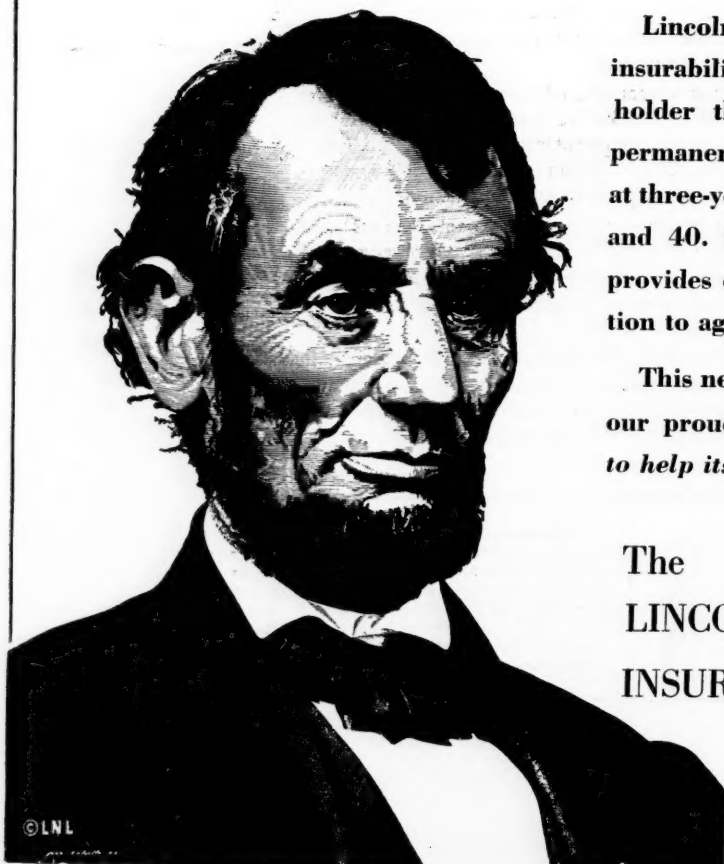
Other positions available all areas of the country for men with at least two years Life/A&H experience.

Write for HOW WE OPERATE. No obligation to register.

### FERGASON PERSONNEL

INSURANCE PERSONNEL EXCLUSIVELY  
330 S. Wells St. Chicago 6, Illinois

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*Our thanks to the millions of policyholders and friends across the nation whose confidence over the years has enabled Western and Southern to share with them the great benefits provided through the purchase of life insurance.*

WILLIAM C. SAFFORD,  
*President*

## THE WESTERN AND SOUTHERN LIFE INSURANCE COMPANY

A MUTUAL COMPANY • HOME OFFICE • CINCINNATI, OHIO

### DIVISION OFFICES:

*St. Louis, Missouri • Asheville, North Carolina • Galveston, Texas • Beverly Hills, California*

## Tells Nw Mutual Agents Thrift Penalty

(CONTINUED FROM PAGE 4)

business is different from others, Mr. Slichter said in most businesses the managers would not agree that it is possible to expand or grow too much. "Northwestern has maintained a sane viewpoint relative to growth. We at the home office believe that growth at rates we have experienced in recent years is a source of strength. Over the past decade the annual in-

crease in insurance in force has ranged from 4% to 8%, and gain in assets from 4 1/4% to 7%.

"From the standpoint of cost control it would be beneficial if our growth and assets were at a rate close to the higher figure of the range. So, as far as home office operations are concerned, we need a sound and growing sales volume to aid us in the ever un-

relenting battle against costs."

He added that reasonable growth is necessary to maintain both a healthy policyholder group and agency force, and that a "career agency force—vigorous and financially successful—is essential if the company is to bring adequate numbers of new quality policyholders into the group and thus maintain its strength and character... We desire to be competitive at all times."

In further developing the total growth picture of the company, Mr.

Slichter pointed out that LIAMA had made a study of 92 companies between 1945 and 1955. In the same period Northwestern added four new agencies—by dividing established agencies rather than starting scratch operations.

"Our increase was less than 5% as contrasted to the 35% of the survey. In other words, Northwestern sales gains have been enjoyed practically entirely by established agencies and largely by its established agents. Increases in the other companies must be attributed to a greater measure to the extensive creation of new outlets with the benefits accruing to established personnel diluted accordingly."

As to the outlook for the agents and Northwestern Mutual in the immediate future, Mr. Slichter stated: "I sincerely believe it is excellent, because the forces of our economy are producing each year more people having both the means and the needs to use our product."

The speaker said he would not go into detailed figures but "the number of people in the income groups that are probably of particular interest to you (\$8,000 and up) has more than doubled since the middle 1940s. And even more important, their free dollars

(No. 1 in a series)

## A pro in his profession

This man is more than just a member of a profession. He's a professional.

He's the BMA career representative. He aspires to be an authority in his field—with a full line of personal insurance protection—life, accident and health, hospitalization, major medical expense, group plans.

He can be an authority because he and his company can make him one. How? With special aids like the BMA Daily Reference Course, BMA advanced training programs, sales clinics and insurance seminars.

He's backed in his professionalism by an effective newspaper insurance advertising program—local ads which include his name. It's really national advertising on a local level.

And it works. It helps make the BMA representative professionally successful.



**BUSINESS MEN'S ASSURANCE**  
*Company of America*

Home Office: BMA Building, Kansas City 41, Missouri

Life • Accident and Health • Major Medical Expense  
Reinsurance • Hospitalization • Group Plans • Annuities

**87  
YEARS OF  
ACHIEVEMENT**

**SUN LIFE OF CANADA**  
was the

**1st**

company in the world regularly to issue life insurance which made no restriction as to policyholders' travel or occupation.

**1st**

company in North America to write the automatic non-forfeiture clause into its policies.

**1st**

Canadian life company to issue group insurance.

*Today*

**SUN LIFE**  
is the  
**1st**

Canadian life company in size and one of the world's great life companies.

**SUN LIFE ASSURANCE  
COMPANY OF CANADA**



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—meaning income retained over and above basic living expenditures—have increased at even a greater rate. For the average American family in 1941 this figure was \$500 and today it is \$2,500. Bear in mind this is the average family. For incomes above \$8,000, the amount of discretionary spending power is correspondingly greater."

Turning to changes in policy plans, provisions, premiums or other elements which increase or make more flexible the company services which its agents are able to offer its policy-owners and prospects, he touched on the new GG policy series now under intensive preparation. The policy contract committees of the three elements of the agents' association met with the home office people last month to go over the new contract and discuss its features and make suggestions. He said he would not be able to discuss the pertinent details of the series GG program, "but I think you will find the outcome of this work is indeed good news."

He did say, however, the company officers would recommend to the executive committee the adoption by the

## Minnesota Agents Assn. Elects Giles President

Minnesota Assn. of Life Underwriters has elected as president Alan W. Giles, Northwestern National, Minneapolis.

Other officers are Arthur Gustafson, Duluth, vice-president; Herbert F. Mischke, Equitable of Iowa, St. Paul, treasurer; Carl T. Gauck, Northwestern National, Fairmont; and Freeland W. Harlow, Minneapolis, national committeemen.

company of an accidental death provision to be offered with the new GG series. Also, "If things go as planned, you will find in the GG series helpful development in the area of sales to women."

In addition to this being his first appearance as president before the Assn. of Agents, Mr. Slichter noted that he was the first president to serve with a company chairman and made it clear that Chairman Edmund Fitzgerald had not moved over to the inactive list, with the remaining two years before his mandatory retirement idle ones. "He will be able to utilize his

many years of experience in the life insurance industry and his great fund of knowledge of this company in thinking through new plans and programs without being encumbered by day-to-day operating matters. He has always had a great interest in the field activities of this company and the agency structure. I am sure that the entire marketing area will receive much of his attention and penetrating study . . . Chairman in the Northwestern setup is the working job and not an honorary title with a rocking chair as side equipment."

## Plan Portland Joint A&H Sales Congress, Oct. 24

Oregon, Washington and British Columbia Assns. of A&H Underwriters will hold a joint annual sales congress at Portland, Oct. 24.

Speakers are Henry G. Sheehy, vice-president Massachusetts Bonding, San Francisco; Reginald Snyder, Old National; S. L. Horman, vice-president Time of Milwaukee; William Cornett, A&H director Prudential; Carl Ernst, A&H director North American L&C; and John Gaule, field director Mutual Benefit H.A.

## Nothing Fishy About It . . .

## STATE LIFE Is Just Plain A'LURING

**I**F YOU FANCY yourself as a fisherman you will know what we are talking about. State Life's vigorous program of agency building offers such a liberal contract with so many, many features that it will pay you to investigate.

Stop wishing . . . start fishing for the "strike" which will bring you the utmost satisfaction as a career underwriter or agency manager. Cast your line to State Life. Don't let this be the "big one" that got away . . . get all the facts by writing today.

DIHL H. LUCUS—Director of Agencies

The  
**STATE LIFE**  
Insurance Company  
Indianapolis

A MUTUAL COMPANY FOUNDED 1894

## GENERAL AGENT OPPORTUNITY

### CAN YOU PROSPECT?

Do your prospects come directly from your own effort, ability and imagination and not from office leads, your supervisor, your manager?

*Can you show others "how to"?*

### CAN YOU TELL A CONVINCING SALES STORY?

If you're doing well right now with what you've got, you'll do better with our proven competitive merchandising plans featuring dismemberment—lifetime income—top value income settlement option—and the premium payment plan of the future, Check-O-Matic.

*Can you inspire and show others "how to"?*

### CAN YOU COMPETE?

Do you enjoy competing with others? More important, do you compete with yourself?

*Can you instill this spirit in others?*

### DO YOU REALLY WANT TO EARN MORE MONEY?

Do you want to earn top present and future dollars for your own personal "know how" and for your ability to show others "how to"?

### HERE'S YOUR ANSWER!

Highest lifetime service fee in the business to adequately compensate the career underwriter—fully vested renewals for 9 years—top 1st year commission on par and non-par policies—agency office allowance—non-contributory pension plan—operating capital for new agents.

### Write, Wire, Phone

FREDERICK E. JONES, President  
HOWARD W. KRAFT, Vice President  
and Director of Agencies

**THE OHIO STATE LIFE**  
Insurance Company  
COLUMBUS 15, OHIO

Opportunities in: Arizona, California, District of Columbia, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Maryland, Michigan, Minnesota, Missouri, North Carolina, Ohio, Pennsylvania, Texas, Virginia and West Virginia.

## Nw Mutual Agents Hold 3-Day Contab

(CONTINUED FROM PAGE 2)

and W. K. Pierce, Elgin, Ill., was second. Both are associated with Stumm & Roeder general agency. In third place was G. W. Dygert agency, Ft. Wayne, Ind., associated with H. L. Cramer general agency, South Bend, Ind.

Winding up the first day's morning session was the presentation of the life insurance play, "Stardust," written

by Laflin C. Jones, director of insurance services and planning. The play, which has had previous showings before agent groups, had a highly competent cast and held its audience at close attention from the beginning until the closing curtain. The play depicts the situation of a million dollar producer who is having trouble currently in qualifying for MDRT. It is

established that he has lost the human touch, the deep sincerity and enthusiasm for his work and the inspiration of being a man with a mission. He has changed and become ruthless competitively, self-centered, devoted to money-making, and rather on the overbearing and inconsiderate side. During the play he recaptures the attitude which made him a success in the first place.

G. Fred Smith, special agent at Milwaukee, was the speaker the first day at the luncheon planned for the agents

attending their first annual meeting. That afternoon the program got off with an introduction of the corporate community concept by Ben S. McGivern, special agent, Milwaukee. This theme is based on Mr. McGivern's conviction that the corporate community is the corporation and the result of, and prime evidence of, the free enterprise society. He said the corporation is a community of partners, owners and workers, suppliers and customers and government. He went into some detail in describing this theory.

Mr. McGivern's doctrine of the corporate community is scheduled to be developed at a two-weeks study institute to be held this summer for CLU at University of Wisconsin, University of Connecticut and University of Colorado, the institutes being sponsored by American College and American Society.

Laflin Jones and Ralph Harkness, assistant director of insurance services and planning, discussed the "Policyholder Survey of Our Market."

Winding up the first afternoon session was a talk on prospects in the market of individuals by Eldon L. Steffen, soliciting agent, Cissna Park, Ill.; in the market of managers by William A. Hazlett, special agent, Chicago, and owners by J. Robert Wingardner, special agent at Los Angeles.

### Two-Shift Program

The second day consisted of two sessions in separate locations, by eight speakers. One subject was problems and solutions for nonowner members of the corporate community on the uses of life insurance in individual thrift, family financial planning, and the individual's estate, including estate planning and term trusts. Handling the topics in that order were Baxter L. Oliver, district agent, Marietta, Ga.; Byron J. Crosse, district agent, Beloit, Wis., and Jack G. Brown, assistant director of agencies on the second topic, in a joint discussion, and William B. Lynch, Milwaukee.

### Discuss Corporate Problems

Problems and solutions within the corporate community and uses of life insurance in respect to corporate preservation and distribution, planning the owner's estate, funding deferred compensation, and the split dollar principle, were discussed in that order by Marvin L. McCarthy, director of advanced underwriter training; William J. Kinnally, special agent, Milwaukee; Nathaniel H. Seefurth, special agent, Chicago, and J. Lowell Craig, general agent, Milwaukee.

Identical sessions were held with the same speakers, those appearing in the morning in one location appearing in the afternoon at the other.

### Hill Tells Franchise Value

The final morning Stanley C. A. Lynn, chairman of National Cash Register Co., and member board of trustees Northwestern Mutual Life, spoke at the "American Market Place" and Grant L. Hill, wound up the formal program discussing "What You Do."

Speaking of career agents, Mr. Hill said: "The more other companies solicit business from general insurance brokers and agents of other companies, the more valuable and distinctive becomes a Northwestern agent's franchise. One company that two years ago received 4% of its business from outside brokerage sources has already stepped it up to nearly 30% of the business. How can company loyalty help but be divided under such circumstances? Northwestern feels policyholders can best be served by their own career representatives, and the

# SUCCESS

the things is made of



A man who *knows* his prospects and the coverage they need... a company with the coverage to fill those needs.

Security Mutual agents certainly have the coverage... complete coverage in Life, Non-Can, Sickness & Accident, Group and Pension Trust.

Security Mutual agents are equipped to sell this coverage by training programs designed to help them do a bigger, better job; and their work is made easier by dynamic sales aids that *really* help them sell!

At Security Mutual, we believe the success of our agents is the measure of our achievement as a company. For information on Security Mutual coverage or opportunities... write



## security mutual life insurance company

Richard E. Pille, President.  
Harland L. Knight, Agency Vice President.

*Your Security our Mutual responsibility*

81 EXCHANGE STREET, BINGHAMTON, N. Y.



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interests, too, can best be served by a franchise under which they are protected.

"We feel there will always be a sizeable potential for the well-informed career agent operating in the above-average income market. Agents selling and giving conscientious follow through service to this type clientele are being well rewarded financially, but they have no time to effectively diversify their efforts to other fields such as fire, casualty and other lines. The results over the years of several ably managed multiple line companies bear this out, for very few agents are leaders in more than one field.

"It is understandable why the fire and casualty companies with their heavy losses of the past few years would be interested in the stability of the life insurance business, but I feel reasonably certain that few life companies with well established field forces will want to enter the general field."

Also speaking at the morning session the last day were Mr. McGivern on "What You Do With What You Know With Whom You Know" within the corporate community; and Charles G. Groeschell, comptroller, discussed the company's IBM 705 installation, and what it means to the agents. Also, the association held its business meeting, with John O. Todd, president, presiding.

At the CLU luncheon and business meeting, James F. Thornburg of the South Bend, Ind., law firm of Seebirt, Oare, Deal & Thornburg, was the principal speaker. Mr. Thornburg was also one of the principal speakers on the program of the first CLU post-graduate round table of the company.

At the ladies' luncheon Anita Colby, president and editor of Women's News Service, spoke on "The Power of an Idea—The Woman's Viewpoint." Robert E. Templin, superintendent of agencies, was host.

Howard J. Tobin, vice-president, was toastmaster at the company din-

## N. Y. Favors Mental Blue Cross Coverage

Superintendent Wikler of New York has indicated that he is prepared to approve applications by Blue Cross plans in the state to include hospitalization for a limited period for mental illness as a standard provision in all outstanding as well as newly issued contracts.

The department approved the provision for Rochester Blue Cross in May. A review of plans throughout the nation which provide this added benefit for a limited period indicates that it is successful and is not unduly

costly, Mr. Wikler said.

Significant economic and social gains will accrue to the citizens of the state from this broadening of hospitalization protection, he stated. Modern therapy has demonstrated that mental illness need not necessarily be chronic and of long duration. Each year thousands of acutely mentally ill persons are restored to their normal productive lives within a relatively short time, resulting in large savings to the taxpayer in the treatment of mental illness.

ner-dance, with music furnished by the Glenn Miller orchestra.

Robert P. Reihsen of Evanston, Ill., was chairman of the reception committee for the meeting. Chairman of the various sessions were: John Todd; Joseph S. Baldwin, special agent, Washington, D. C.; John R. Mage, general agent, Los Angeles; Lester A. Wilbert, special agent, Milwaukee; John M. Law, general agent, Atlanta; Edwin K. Chapin, special agent, New York City; Francis B. Donovan, district agent, Peterborough, N. H.; Lester A. Wilbert, special agent, Milwaukee; Kenneth E. McTigue, district agent, Ft. Dodge, Ia., and C. Rigdon Robb, special agent, Chicago.

### Three Units Elect

The slate of new officers for Assn. of Agents was not available by press time. Officers of the three agent's associations—general, district and special—were named as follows:

Special agents—Charles A. McCotter, Indianapolis, president, succeeding Mr. McGivern; Edward Russo, Baltimore, 1st vice-president; Robert A. Files, Cleveland, 2nd vice-president, and Robert Casey, Dayton, secretary-treasurer.

Executive committee—Mr. Winegardener; E. W. Egan, Sioux City, Ia.; David J. Clark, Milwaukee; Lewis T.

Stern, Minneapolis; John Propis, Buffalo, and Morris J. Koch, Cincinnati.

General agents—Howard D. Goldman, Richmond, president, succeeding Lawrence J. Evans, Portland, Ore.; Frank R. Horner, Madison, president-elect; Francis R. Olsen, Minneapolis, 1st vice-president; Deal Tompkins, Charleston, W. Va., 2nd vice-president, and William C. Roeder, Aurora, Ill., secretary-treasurer.

Executive committee—J. Harry Veatch, St. Louis; Jason E. Stone Jr.,

Boston and Harold F. Vinson, Phoenix. Members of the new past-presidents' advisory committee are: L. J. Evans, Portland, Ore.; Thomas Proctor, Nashville, and A. C. F. Finkbinder Sr., Philadelphia.

District agents—Merrill Garcelon, Memphis, president, succeeding Charles K. Zug, Bethlehem, Pa.; A. F. Moore, Ottawa, Ill., 1st vice-president; C. J. Ryan, Youngstown, O., 2nd vice-president, and William K. Pierce, Elgin, Ill., secretary-treasurer.

Executive committee—Lewis F. Bunte, Atlanta; Wilford Schumacher, Ruth, Mich.; Kenneth L. Bragdon, Waterloo, Ia.; Richard E. Thomas, Pasadena, and Byron J. Crosse, Beloit.

## Equitable Honors Two

Edward W. O'Shaughnessy, Park Ridge, Ill., and John T. Buchanan, Flint, have been named national honor agent and national honor unit manager, respectively, by Equitable Society's "Old Guard," the general agents and managers association. The awards are based on civic, professional and business achievements.

# 1958 WINNERS

### QUALIFIERS FOR TEN YEARS OR MORE

<b>Nate Kaufman</b> .....Shelbyville, Ind.	<b>Ernest Herzog</b> .....Minneapolis, Minn.
<b>Finck Dorman</b> .....Houston, Tex.	<b>D. R. Johnson</b> .....Indianapolis, Ind.
<b>Edgar Russell</b> .....San Antonio, Tex.	<b>Francis Davis</b> .....Marion, Ind.

### QUALIFIERS FOR NINE YEARS OR LESS

<b>ILLINOIS</b> K. P. Sheppard Michael J. Shanely Lloyd Mitten Lloyd Sellers	<b>W. A. Long</b> George R. Lambert James B. Lee Joe B. Rowekamp Ruth Russell Donald Schlundt Marion Henry A. L. Hodgson E. J. Biering Harold Hownestine Vinton C. Reed James Barkley Jack Peckinpaugh	<b>Edward G. Lyle</b> Tom Black <b>MICHIGAN</b> Guy Fairfield Lewis Vande Bunte F. D. Patterson <b>MINNESOTA</b> A. M. Klinefelter Richard A. Mitchell <b>MISSOURI</b> Kenneth Steiner <b>NORTH DAKOTA</b> Tom Stoa	<b>OHIO</b> Russell Farmer E. Lowell Rife James Bryson Harry O. Dean, Jr.
<b>INDIANA</b> Eugene K. Druart C. L. McClelland W. G. McClelland M. A. Kennedy W. E. Rogers William Plymate			<b>TEXAS</b> Edward F. Hall Marvin Henderson <b>WISCONSIN</b> John Lyons Marvin Race Glen Macaux

WALTER H. HUEHL, President      ARNOLD BERG, C. L. U., Agency Vice-President

# INDIANAPOLIS LIFE

INSURANCE COMPANY

Mutual—Established 1905

INDIANAPOLIS 7, INDIANA

AGENCY OPPORTUNITIES in Colo., Conn., Fla., Ill., Ind., Ia., Ky., Mich., Minn., Mo., Neb., N. D., Ohio, S. D., Tex., Wis.

## TIME Will Tell, And So Will The POST

Two strong new forces went to work for Occidental folk in June when the pages of Time magazine and Saturday Evening Post began to give their readers the story of Occidental "Change Easy" insurance.

To their select combined audience numbering 28.7 million primary readers, Time will tell, and so will the Post, how Occidental flexibility affords a sensible new approach to buying and owning personal insurance...

... how benefits added by rider, plus graded premium economy, help a man plan ahead from his first purchase to the many future changes in his life... how they help him build a step-by-step program that really provides "more peace of mind per premium dollar" all in one policy.

Time and Post readers will like the "Change Easy" idea. Nearly 4% million Americans and Canadians already own \$74 billions of such life insurance in Occidental.



ccidental Life

INSURANCE COMPANY OF CALIFORNIA

Home Office: Los Angeles / W. R. Stannard, Vice President

We pay Lifetime Renewals...they last as long as you do!

## 500 Aetna Agents Qualify For Meetings

(CONTINUED FROM PAGE 5)

the fundamental services of life insurance and who need the service of a professional insurance counselor.

In talking with prospects, Mr. Coughlin said he stresses from the outset the seriousness of the subject and the comprehensiveness of the professional services offered. He stated that in the life field "clients become bound more closely to you because of the

personal relationship established," adding that this close personal tie makes future selling easier.

Experience has shown that competition for clients will stem primarily from "my failure to stay close to them, to do a good service job, and to keep the relationship secure," Mr. Coughlin said.

C. E. Bayliss Griggs, St. Paul, dis-

cussing the first year of his life insurance career which began at age 40, reported he found it "rewarding to be a supplier of a service that people need and want." As a salesman previously engaged in some of the most competitive trading in business, he said that the integrity of the life insurance profession is one of its greatest assets.

Mr. Griggs then pointed to the tremendous opportunity for personal development and "the stimulating opportunity to serve so many different personalities. The field is so fertile

that never does one have to spend time making weekly calls on the same person who neither needs nor wants the service."

Aetna Life's new salary budget income protection plan was described by Hubert R. Enders, assistant secretary of the A&H department, as an important fringe benefit employers can offer employees, at no extra cost to management, to reduce hardship among workers.

The plan, he reported, is designed to supplement workmen's compensation and group insurance coverages and features an automatic premium payment plan through payroll deductions. The basic plan provides a monthly income for workers injured accidentally on or off the job, and may be expanded to include accidental death, medical expense and health benefits as well.

### Cites Value Of New Plan

First experience with the new plan, Mr. Enders said, already indicates that it can prove helpful in paving the way to business life insurance sales as well as introducing the agent's services to many new individuals who may need additional personal life insurance protection.

"The whole salesman," said William G. Adams, Toledo, "is aware of changes in the American economy and handles his insurance cases accordingly."

Mr. Adams emphasized that agents should watch for changes in the local business scene and that they should also be thoughtful students of the business problems life insurance can solve. Making a habit of ambition, constantly re-evaluating the use of time, keeping enthusiasm high, and searching for new ideas are other qualities that mark the successful and whole salesman, Mr. Adams said.

### Describes True Prestige

Stressing the value of prestige, Mr. Adams pointed out that it should be the kind that "comes with the recognition of being extremely competent, imaginative in the use of your product, sincere and honest, and a hard worker."

John H. Warner, director of advertising, told Regionnaires that prestige is particularly important to life agents more so than salesmen in other lines because the buyer cannot see or touch the product.

"Your prestige is based on your reputation," he said. "and of the things that make up your reputation, some you do something about and some are done for you. The former are your personal reputation, derived from your own character, personality and sincerity, and your referred reputation, or what others tell about you."

In building a prestige program, Douglas J. Alspaugh, life advertising manager, advocated using the company's prestige at every opportunity making other people's prestige work for you, and developing an organized program to advertise yourself. "Weave

### Here's PROOF OF PROGRESS

SUN LIFE service and progressive outlook have enabled us to pass the milestone of OVER ONE HALF BILLION DOLLARS OF INSURANCE IN FORCE.

We invite you to grow with us and share our success. We know the kind of service you need to profitably sell life insurance and we are prepared to give it to you.

These are some of the benefits we offer general agents:

- Top vested commission with lifetime service fees
- Quick sale aids with prompt, effective home office cooperation
- Complete kit of attractive non par contracts substandard to 500%

Write in confidence to:  
R. A. FRANK  
Director of General Agencies



SUN LIFE INSURANCE COMPANY OF AMERICA  
109 E. Redwood Street Baltimore 2, Md.

## Mr. Agency Builder

# Clinch YOUR Personal Fortune with this Money-Making Magnet!



### STRONG PERSONAL PRODUCERS

who are especially interested in:

- Top Commissions on 10 Leading Policy Contracts.
- Vested Renewals plus Higher Life-Time Service Fees
- Non-Contributory Pension Plan for Personal Security.

They Make Money—and You Make Money!



### NEW AGENTS with CAREER AMBITIONS

who are especially interested in:

- A Fast, Easy-To-Learn Training System.
- Simple, Successful, Easy-to-Use Sales Packages.
- Substantial Early Commissions with Growth Opportunity.

They Make Money—and You Make Money!



### GENERAL INSURANCE AGENTS AND BROKERS

who are especially interested in:

- Ready-Made Sales Packages with Easy-to-Use Visuals.
- Every-Age-Demonstrator-Books for Quick, Easy Sales.
- Streamlined Rate Books for Maximum Production in Minimum Time.

They Make Money—and You Make Money!

**Friendly and Effective Home Office Field Help for YOU in Recruiting, Training and Building YOUR AGENCY!**

### Agency-Building Opportunities in:

Alabama, Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington D.C., and West Virginia

## COLUMBUS MUTUAL

The Golden Rule Life Insurance Company

Home Office: 303 E. Broad St., Columbus 16, Ohio

Frederick E. Jones, President;

Fred C. Adams, Sup't. of Agents

**Columbus Mutual's Contract, Sales Packages and Training Programs ATTRACT and HOLD every kind of Agent**

**PLUS**

**FOR YOU -- Liberal Agency Overwriting and Liberal Expense Allowance.**

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these into a program of constant striving to improve your business competence and to make yourself useful within your community," he said.

George L. Hogeman, vice-president and head of the underwriting department, described some of the unusual features in establishing the price of a life insurance policy.

One distinctive point, he said, is that the price is an estimate of what the cost will be to provide coverage in the future after the policy has been purchased. With most other commodities, the cost of providing them can be determined before the price is set. Like other businesses, however, Mr. Hogeman said a life insurance company must do its pricing in an ever-changing-world and must keep continually abreast of medical and other scientific changes.

A report on Aetna Life's new business insurance sales plan was presented by Roe A. Maier, director of agencies. He pointed out that the plan fulfills the first requirement of any effective sales procedure and that is to make it easy for the agent to meet the prospect under favorable circumstances.

One reason for its effectiveness, Mr. Maier said, "is because we're talking to the businessman about the two things which have a tighter grip on his affections than anything else on earth because he created them—his family and his business."

In the closing address, Robert B. Coolidge, vice-president, spoke on the importance of convictions to life agents, pointing out that "lack of convictions almost always means lack of results and, conversely, strong convictions lead to action which almost always produces results."

Referring to the many new uses of life insurance in recent years, Mr. Coolidge said that while all are important, it must be remembered that "its greatest mission is to provide financial security for individual families."

Life insurance, he said, might best be defined as a means of providing income when income stops, while security, the only real security, is reasonable assurance that people can stay in their own world.

Mr. Coolidge said that life insurance had proved the most successful method of accumulating money ever devised "because the accumulation is tied to the protection, and people pay the premiums through thick and thin, in good times and bad, so that at death or retirement the money is there."

## Republic National Sets June Production Records

June was president's month at Republic National, and in honor of the president and founder, Theo. P. Beasley, the production divisions achieved an all-time high record. New life insurance written during the month amounted to \$97,627,226, the largest president's month's production since 1928.

Jack G. Oltorf of Midland, a 15-time qualifier for the Million Dollar Round Table, was the company's leading individual producer during the month, with business totaling \$1,083,000. The company's leading agency was Midland with a total of \$1,279,500 of production for president's month. The Phoenix agency was in second place with \$1,229,732, and third leading agency was Houston with \$1,101,706.

Totals of insurance written and paid for and gains of insurance in force have not yet been computed, but the June record will enable Republic National to show another gain in its move toward a goal of \$2 billion in force.

## Occidental Of California Gives Achievement Awards

Dayle W. Vaughan, regional group manager in Richmond for Occidental of California, has received the top award in the company's fourth annual group achievement awards competition. He was named winner of the highly coveted grand quality award in recognition of his outstanding performance in all phases of group sales and service during 1957, and received a large engraved plaque.

Winning achievement award plaques for their respective divisions in the competition were regional managers Allen L. Creitz of Chicago, northern division, and Claude L. Hartley of Los Angeles, western division.

As runners-up in each division, merit award certificates were awarded to regional managers A. J. Occhipinti of New Orleans, southern division; V. Bailey Flemming of Omaha, northern division, and Robert B. Hall of Los Angeles, western division.

With the exception of Allen L. Creitz, all winners in the 1957 competition received awards for the first time. Mr. Creitz was grand quality award winner for his performance in 1956 and has won an award in each of the four competitions.

Mr. Vaughan, grand quality award winner, has been with Occidental since 1950. He became manager of the New Orleans group office in 1951 and went to Richmond in 1955 to head Occidental's newly opened group office there.

Mr. Creitz has been with Occidental for 34 years and has headed the Chicago group office since 1945. Mr. Hartley joined the company in 1949 and has been regional manager in Los Angeles since 1953.

Mr. Occhipinti has been in charge of the New Orleans group office since 1955, and joined the company in 1951. Mr. Hall has been with Occidental since 1947 and a manager since 1956. Mr. Flemming received an award as the result of his record during his very first year with Occidental. He joined the company in 1957.

NEWS  
NOTE

from FIDELITY  
A WELL-BALANCED COMPANY

... June paid business 35.6% ahead of last June.

... First six months, 10.4% ahead of first six months last year, and 17.2% ahead of same period 1956.

... Insurance in force increased to \$1,120,422,134.



The FIDELITY MUTUAL LIFE INSURANCE COMPANY  
THE PARKWAY AT FAIRMOUNT AVENUE  
PHILADELPHIA • PENNSYLVANIA



ARTHUR MILTON, GENERAL AGENT IN NEW YORK CITY.  
"These plans are meeting the market needs of this area to an important extent."

2ND IN A SERIES INTRODUCING POSTAL'S LEADING GENERAL AGENTS.

POSTAL LIFE

511 FIFTH AVENUE NEW YORK 17, NEW YORK  
GEORGE KOLODNY, President

## "People are buying these plans!"

**NEW "EQUITY BUILDER"**—specially designed for split-dollar, corporation owned insurance, loan financed plans and similar sales.

\$40,000 minimum  
High first year Cash or Loan values!  
Endowment at 90

**NEW "EXECUTIVE SPECIAL"**—our low net cost special.  
\$15,000 minimum—Whole Life at 90

**Both policies have these features:**

Full range of liberal Settlement Options!  
Written Sub-standard to 500%!  
Low premium—participating!  
Family Income and Term Riders can be added!  
Issue ages 10-70! Competitive net costs!

**Commissions are high!**

"Equity Builder"—35%, nine 8½%!  
"Executive Special"—55%, nine 5%!

Renewals are fully vested! No minimums, no penalties. You can qualify for free Group Insurance and continuous service fees!

## Home Office Changes

### Employers Life

Employers Life, the newly formed affiliate of Employers group of fire and casualty companies, has appointed **John J. Keenan** as director of agencies and **Raymond W. Hillman** as manager of the life underwriting department. Mr. Keenan has been superintendent of agencies and assistant secretary of Security-Connecticut Life

and assistant manager of Prudential at New York. Mr. Hillman has been vice-president of underwriting of Maine Fidelity Life and senior life underwriter of New England Life.

### Prudential

Prudential has appointed **Howard L. Fitzsimons** as head of the law department of the Boston regional home of-

fice, which has temporary offices at Newark. He joined Prudential in 1933 as an attorney and has been assistant general solicitor in the law department since 1955.

### Nationwide

Nationwide Life has named two men in its group department: **Henry W. Satchwell** of Columbus has been named underwriting manager; **George J. Varga**, also of Columbus, actuary.

Mr. Satchwell has been with Nationwide since 1957 as pension sales manager, and will continue to administer group pension plans. Before go-

ing to Nationwide, he was with Connecticut General. Mr. Varga has been acting group underwriting and actuarial manager and will now serve full time as group actuary. He was with Hospital Service Plan of New Jersey before joining Nationwide in 1955.

### Life Of Virginia

Life of Virginia has appointed **James C. Shields**, former manager at Birmingham, Ala., as regional director of agencies. He joined the company at Gadsden, Ala., in 1947, and has been associate manager and field training supervisor at Birmingham and manager at Rocky Mount, N. C., and Houston.

### Beneficial Standard Life

**G. Phillip Streatfeild**, formerly assistant actuary, has been elected assistant vice-president. He has been with the company since 1952, having previously worked in England for Provident Mutual Life of London.

**Keith Veglahn** has been appointed manager of life underwriting and policy issuance. He has been underwriting for the past 10 years, and was formerly chief underwriter for North American L.&C.

### Equitable Society

Equitable Society has appointed **Harold B. Lee** as director. He is managing director of the welfare program for the entire Mormon Church organization and is an elder and member of the Council of 12 Apostles. He is also director of Beneficial Life of Salt Lake City and the Union Pacific railroad.

### Massachusetts Mutual

Massachusetts Mutual has appointed **H. L. Stuckenbruck** as assistant personnel secretary and **Edward D. Jerome Jr.** as manager of the pension plans and policy change department. Mr. Stuckenbruck joined Massachusetts Mutual in 1939. Mr. Jerome has been with the company since 1939, became a supervisor in his present department in 1953 and a pension underwriter in 1957.

**NATIONAL MASONIC PROVIDENT ASSOCIATION** has made the following promotions: **R. E. Mains** assistant to the secretary; **F. Schneider**, comptroller, and **K. J. G. ney**, director of agencies.

**FIDELITY BANKERS LIFE** has appointed **Charles L. Freeman** as assistant superintendent of agencies. He was formerly agency field supervisor.

**MINISTERS LIFE & CASUALTY** has appointed **Carl A. Appelquist** as assistant secretary. He has been field secretary of the Chicago area.



Midland Mutual's Assistant Directors of Agencies—Dale E. Miller, CLU, Howard Prout, William H. Ellis, Jr.

## No "Ivory Tower" Approach Here...

they go out to the field for effective consultation.

Midland Mutual's Assistant Directors of Agencies have combined backgrounds of more than 45 years in the field—in both management and sales. Now, as members of our home office team, they put this valuable experience to work as in-the-field consultants for Midland Mutual general agents.

Visits made by these men are meaningful, productive. Their purpose: problem-solving action in all phases of agency activity—recruiting, training, sales management. Benefits for the general agent: new, worthwhile ideas; solid help in reaching his objectives . . . and the sense of belonging which comes from this close, personal cooperation.

Full information on this and the many other advantages of representing the Midland Mutual can be obtained by writing **Charles E. Sherer, CLU**, Vice President and Director of Agencies.



Serving Personal  
Security Needs  
Since 1906

THE  
**MIDLAND MUTUAL**  
LIFE INSURANCE COMPANY

256 East Broad Street, Columbus 16, Ohio

### MANAGEMENT A CONSULTANTS

### O'TOOLE ASSOCIATES

Management Consultants  
To Insurance Companies  
Established 1945  
220-02 Hempstead Avenue  
Queens Village 29, N. Y.

### BOWLES, ANDREWS & TOWNE, Inc.

ACTUARIES  
MANAGEMENT CONSULTANTS  
LIFE—FIRE—CASUALTY  
EMPLOYEE BENEFIT PLANS  
RICHMOND ATLANTA NEW YORK  
PORTLAND

CONSULTANTS  
IN MARKETING AND MANAGEMENT  
FOR THE FIRE INSURANCE BUSINESS  
**FRANK LANG & ASSOCIATES**  
ONE NORTH LA SALLE ST. CHICAGO 2, ILLINOIS  
521 FIFTH AVENUE NEW YORK 17, N.Y.

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## Changes In The Field

### Franklin Life

Everett R. Brue has been appointed regional manager of the company. Mr. Brue entered the life field in 1951 as an agent with Equitable Society.



Everett R. Brue

### Occidental Of California

Edward C. Burrus has been appointed assistant manager of the Miami branch. Mr. Burrus has served as an agent with Provident Life and Prudential during the past 10 years.

Robert W. MacNicholl has been named assistant brokerage manager at San Francisco. He has been in the business since 1954.

Roy E. Underwood has been named assistant brokerage manager at Providence, R. I. He has been with the company at that branch since 1955.

### Aid Association For Lutherans

George Freeman has been named general agent in Detroit for Aid Association for Lutherans, creating the fraternal's second agency there. Mr. Freeman has been a member of the A.A.L. President's Club for three years. In a previous issue his appointment was erroneously reported for another organization.

### Provident L.&A.

Provident Life & Accident has appointed Donald B. Simon division manager of the group office at Chattanooga. He has been in group sales work at Los Angeles.

### General American Life

Roland H. Lefebure has been named district manager in Cedar Rapids, Ia., where he will work with Paul S. Kohl, general agent. Mr. Lefebure has been a management trainee at the home office in St. Louis and previously was with John Hancock.

### Republic National Life

Phil Bertiaume of Portland has been appointed regional group manager for Oregon, Washington, Idaho and Montana. Mr. Bertiaume has had 20 years experience in this area.

### New York Life

New York Life has appointed Joseph J. Gurtis general manager at Allentown. He joined New York Life at Wheeling in 1948 and became assistant manager at Washington, D. C., in 1956.

### Washington National

Harry E. Biggs Jr., has been named general agent in Portland, Ore. He was formerly district manager for Business Men's Assurance.

### Mutual Trust Life

Donald Gottschalk has been appointed general agent in Milwaukee. For the past 18 years, he has been working with his father's general agency in Milwaukee.

PROTECTIVE LIFE OF ALABAMA has appointed the following general agents: J. Donald Mayeux, Charles A. Bennett and Donald A. Hingle, New Orleans; William H. Sligar, Wheeling, W. Va.; Boyd B. Newton, Valdosta, Ga.; Stanley C. Walters, Laurel, Miss.; Edgar A. Bethel, Gainesville, Fla.; and E. D. Sheffe,

Memphis. Their previous affiliations have been: Messrs. Mayeux, Bennett and Hingle, Travelers; Messrs. Sligar and Walters, Massachusetts Mutual; Mr. Newton, John Hancock; Mr. Bethel, Prudential, and Mr. Sheffe, Aca-cia Mutual.

ASSOCIATES LIFE—John F. Murphy, who has been director of sales for Central Standard of Chicago, has been named superintendent of agencies; James F. Loomis has been promoted to regional director of sales, and V. C. Panarisi, formerly group manager of Great American Life, has been appointed field supervisor.

### Managers' Seminars Begun By Provident Mutual Life

The first of four seminars for management personnel of Provident Mutual Life was opened by Lewis C. Sprague, vice-president and manager of agencies, at the Warwick hotel in Philadelphia. Similar seminars, designed to better acquaint managers

with pension plans, employee benefits and business insurance, will be held in New York, Cincinnati and Los Angeles.

Mr. Sprague informed managers attending the seminar that a new pension section had been opened in the home office.

### Hunt Approves Merger

Commissioner Joe B. Hunt of Oklahoma has approved the merger of Continental Travelers Life and Oklahoma Benefit Life. The new company will be known as Mid-Western Life, with the home office in Enid.

## Outstanding Sickness & Accident INCOME PROTECTION

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**TWO NEGATIVES**  
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(—)(—) = +  
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In the complex field of mathematics, two negatives never add up to a positive.

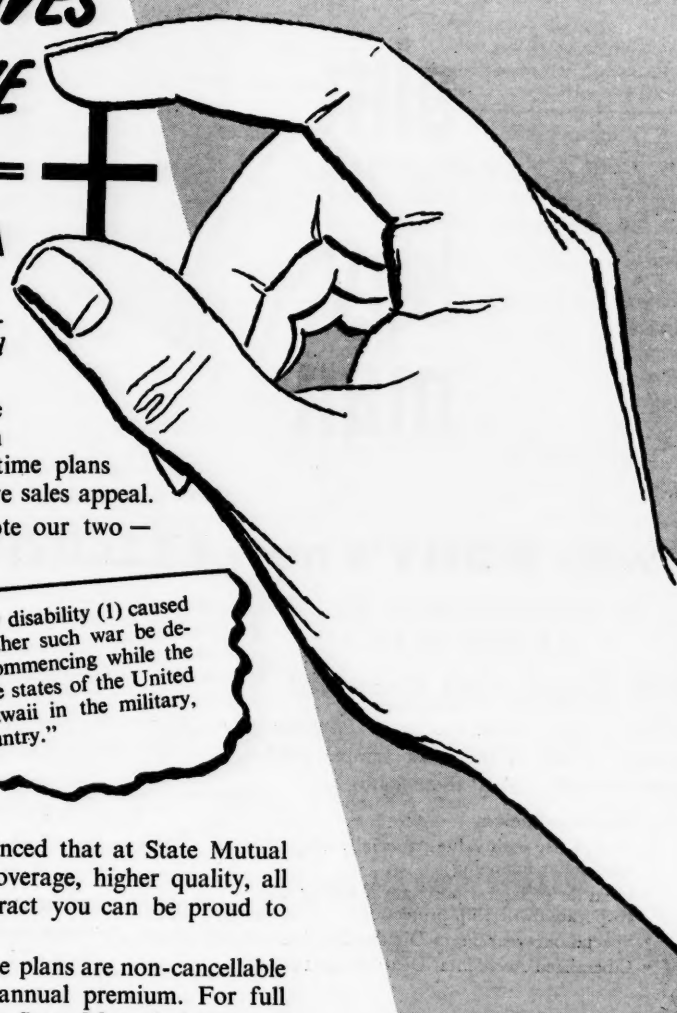
At State Mutual, however, we feel that the two negatives in our individual S&A loss of time plans for men do add up to a positive sales appeal. From the policy itself, we quote our two — and only two — restrictions:

"This policy does not cover any disability (1) caused by war or any act of war whether such war be declared or undeclared, or (2) commencing while the Insured is serving outside of the states of the United States, Canada, Alaska or Hawaii in the military, naval or air forces of any country."

Now you see why we are convinced that at State Mutual you get extra value, broader coverage, higher quality, all at a competitive price. A contract you can be proud to show and compare.

Our individual S&A loss of time plans are non-cancellable to age 65 with a guaranteed annual premium. For full details, call or see your nearest State Mutual Agency or write the Home Office in Worcester, Mass.

STATE MUTUAL LIFE  
ASSURANCE COMPANY OF AMERICA  
Home Office: Worcester, Massachusetts



## Tells Group Insurer What To Bear In Mind

(CONTINUED FROM PAGE 5)

between the degree of activity in the group market demanded by its agency organization and the size of the group staff it is prepared to finance. In general, these companies have found that scattering their efforts in proportion to the noise made in the field has been a wasteful use of their limited resources. They have also found that, without a strong staff of salaried

group field representatives, they are most effective in and near their home office cities and have had substantially less success as the distance from the home office increased.

The reason for this situation is obvious. In most of the larger cities throughout the country there are 10 to 30 companies represented through local salaried group representatives.

A company which does not have such representation in a city will have difficulty presenting its case effectively. Under these circumstances, the new entrant in the group field is at a distinct disadvantage in competition with the established group companies.

In most of the larger group companies, substantially all group operations are combined in a single department. The advantages of this type of organizational setup flow primarily from the fact that the group business is a much more dynamic business than the individual business. As a conse-

quence, exceptions and changes in policy must be made more often than with individual insurance.

Such action can be taken more expeditiously if all phases of the group operations are under the direction of a single executive specializing in group insurance.

The executive who is accustomed to the appraisal of the individual risk and to the stability of major decisions of policy which are characteristic of the individual business finds it difficult to orient his thinking to the competitive demands of the group business.

Such concentration of responsibility can, of course, be a source of weakness if the responsible executive does not have a properly balanced perspective of sales and underwriting problems. The competitive pressure in the group field is so great that this executive must have the capacity to appraise the risks involved in any departure from tested group practices, a willingness to take calculated risks and the intestinal fortitude to make his "no" stand up against strong agency pressure.

### Need Strong Executive

The need for a well-balanced and strong executive in charge of group operations is illustrated by the following observation made by an executive of a company which had recently entered the group business.

"Our next biggest problem has been integrating the management's desire to follow conservative principles of sound group underwriting with the demand from our field people that we be, at least for their cases, as liberal as some of the 'wild Indians' of the business. I have found that all of our general agents and group field men agree with the principle that sound underwriting is a must for us, but when particular cases arise for which some other company has offered what we consider to be excessive limits, we are told that we just aren't competitive and will never get along in the group business that way."

### Form Of Departments Differs

Not all companies have followed the policy of establishing consolidated group departments. However, apparently all of the larger group companies have established separate departments or sections to handle the main administrative routines. In some instances the research and planning work is carried on in the actuary department; in others, the group sales responsibility is integrated with the responsibility for individual insurance sales. In general, it may be said that the tendency to integrate group and individual insurance responsibilities is more common in companies which are not pushing group business aggressively.

The question of whether a company now entering the group insurance field should establish a self-contained group department or should integrate its group operations with corresponding functions in its ordinary department will probably be dependent on whether it expects to confine its activities to business which is readily

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MONY TODAY MEANS MONEY TOMORROW

## A Service Guide A

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available to it through connections of its directors, its officers, and substantial agents. It should be noted that some companies have initially entered the group field on a modest basis, without separate group departments, and have subsequently established separate group departments which have gone after business aggressively.

Most companies have found it wise to follow established patterns in entering the group insurance field. This applies to all phases of the business. Pioneering in the group field, whether in the area of types of coverages, scales of premium rates, policy forms, marketing techniques, or operating procedures, requires a considerable investment of time in research and planning in order to avoid unanticipated mistakes.

Less effort is required to adapt forms and procedures which have been used successfully by some other company already in the business. It is particularly dangerous to try to pioneer in the group field in matters of rates and underwriting before getting the understanding of these mat-

## Bankers National Life To Open Regional Offices

Bankers National Life plans to open regional field offices in Chicago and Columbus. Regional directors of agencies will be appointed by Sept. 1.

Bankers National Life also reported \$21,867,025 ordinary paid-for business during the first six months, a 19.1% increase. Total sales of \$38,330,974 for the six months brought insurance in force to \$501,558,230.

ters which can come only with experience.

A company entering the group insurance field will be faced with many new problems, and each company will have to solve these problems for itself. A final word of advice to the company embarking on such a venture:

1. Choose your market carefully. It may be more profitable to cultivate a restricted market intensively than to scatter your effort over a wider market.

2. Limit your activity to correspond

with the size of your investment and the capacity of your staff. Unreasonable demands, either from the field or from top management, will endanger the success of the venture.

3. Be clear as to who is to be responsible. It is always good organization to grant authority to correspond with responsibility. The dynamic character of group insurance makes it particularly important for the officer responsible for the success or failure of the group insurance operation to have authority adequate to deal with the constant flow of new problems which arise in this business.

## State Mutual Execs Get Digested Insurance News

In an attempt to solve the ever-increasing problem of executive reading demands, nearly 100 officials at the home office of State Mutual are receiving a single-page digest titled "In Brief," a bi-weekly summary of important articles and news stories about the life insurance industry and related fields. Material for the publication is culled and condensed from 50 magazines and newspapers by John D. Drummey, director of public relations, and Douglas Eglinton, supervisor of publicity.

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HEAD OFFICE: Toronto, Canada

## Editorial Comment

### Money's Still There To Buy Insurance

Although it is not being discussed openly, the agency officers of many life companies are saying privately that they will be lucky if their agency organizations produce as much business this year as was written in 1957. The recession is beginning to catch up with the production records of many companies. The year started off with a rush and most companies had a heavy volume during the first quarter, but since then the pace has slackened. The experience has not been the same with all companies, of course, but in the seventh month of 1958 there is not the same fixed belief that there will be an increase in production as was manifested during the earlier months of the year.

The life insurance business is not depression or recession proof. It never has been. It feels the effects of any downturn in the economy more slowly than most other businesses but if the general economy of the country is down, life insurance becomes adversely affected to some degree.

There is no rising wave of discouragement among agency executives, general agents, managers or producing agents. It is however being conceded that life insurance is not so easy to sell today as it was six months ago.

This is because the current recession set in during August of last year, and while most economists believe that the bottom has been reached, the cumulative effects of 12 months of less active business generally are being felt more definitely than at any time since the recession began. By comparison with former years, there has been a marked decline in the production of automobiles, steel and aircraft.

These are three outstandingly important industries employing a large number of workers. While most of what these industries manufacture is produced in such cities as Pittsburgh, Detroit, Akron and Los Angeles, there are a number of other important industrial centers that have been adversely affected by their curtailed production. A rather large army of workers in these industries have

exhausted their unemployment compensation and those in this plight are not only unable to purchase additional life insurance but have had to lapse much of what they owned.

In most of the larger cities business still seems to be going at a good clip with those agents who sell principally to prospects in the higher income brackets. Business is definitely down with agents who work chiefly among those with \$3,600 to \$6,500 annual incomes. In times such as these, selling life insurance is harder in one-industry cities.

But, conceding all of this it is interesting to find that life insurance producers generally are not discouraged. It is recognized by most of them that it will take a bit of doing to exceed last year's record, but there are few who do not feel they will equal their 1957 performances. Prospecting and selling will be harder for agents in most communities, but the situation is in no way comparable to the depression years of 1930-1933.

Most people in low salary brackets have more money now than they did in the dreary depression years of the 1930s. This may be due to the fact that some are hoarding their resources, are putting more money in savings accounts, are reluctant to buy carelessly or impulsively and are not disregarding their family budgets. But the point to remember is that a very large army of people do have the money with which to buy life insurance if they can be persuaded to do it.

The difference between a depression such as the one of the early '30s and a recession such as has been in effect for nearly a year now is that in a genuine depression most people have no money left with which to do anything except to provide the absolute necessities of life. In a recession of the type of the present one the money is still there. It is only a question of finding those who have it and then showing them why a reasonable part of it should be diverted to the purchase of life insurance.—Howard J. Burrage.

## Personals

**Horace W. Brower**, president of Occidental of California, has been elected president of Junior Achievement of Los Angeles county. He also received an award in recognition of his efforts in raising \$89,000 from business concerns to operate the Los Angeles program.

**John T. Acree Jr.**, president of Lincoln Income Life, has been nominated without opposition for president of Louisville Better Business Bureau.

**W. A. R. Bruehl Jr.** of Cincinnati, who celebrated his 50th anniversary with Home Life last year, will celebrate with Mrs. Bruehl their 50th wedding anniversary on Aug. 3. He was general agent of the company until 1951 when he limited his activities

to personal production. Home Life has been represented by a member of the Bruehl family since 1861.

**Judge John Sanborn**, former Minnesota insurance commissioner now serving on the federal circuit court of appeals bench, will preside at the Little Rock integration hearing set for Aug. 4.

### LIAMA Releases Sales Book

LIAMA has published a book on salesmanship, "Prepare to Sell," which probes the psychological forces that motivate both buyer and seller and is intended to help the agent develop his own personal philosophy of selling.

The book, written by Fred G. Jarvis Jr., senior consultant of LIAMA, discusses 18 qualities possessed by most great salesmen and shows how these qualities can be developed by the life agent.

## Deaths

**ANDREW G. GARNER**, 87, local agent at Rome, Ga., and president and chairman of State Mutual Ins. Co. of Rome, a life insurance company, died there. He had been president of the life company 20 years.

**J. P. BRADLEY**, 83, retired secretary of Metropolitan Life, died at his home in Owenoke Park, Conn. He had been with Metropolitan from 1895 until his retirement in 1945. For more than 30 years he was superintendent of agencies in the metropolitan New York area, becoming secretary in 1935.

### U. Of Wis. Seminar To Study Trends In Property Planning

Current trends in property planning is the theme of the annual seminar in advanced life underwriting sponsored by the management institute of University of Wisconsin, Aug. 10-15, at Madison.

#### Will Feature Lecture Discussions

The five-day seminar will feature lecture-discussions in the new air-conditioned Wisconsin Center at the university, as well as suppers, luncheons, and informal discussion sessions. Speakers will include Norman C. Allhiser, director management institute University of Wisconsin; John Formella, attorney for the Craig agency of Northwestern Mutual in Milwaukee; Frank Graner, professor of finance University of Wisconsin; Michael McKerney, director advanced life underwriting, New York Life; Robert M. Powell, Continental Assurance; Gene D. Reifsnider, Bankers Life of Iowa; Lester O. Schriver, managing director National Assn. of Life Underwriters; and Jack Zimdars, district agent New England Life at Madison.

**Attorney-General Thornton** of Oregon has ruled that a company can combine both life and medical expense benefits in one policy in that state.

## Stocks

By H. W. Cornelius, Bacon, Whipple & Co.  
135 S. LaSalle St., Chicago July 22, 1958

	Bid	Asked
Aetna Life	187	192
Beneficial Standard	14	15
Business Men's Assurance	73	75
Cal.-Western States	86	90
Columbian National	89	92
Commonwealth Life	23½	24½
Connecticut General	281	286
Continental Assurance	130	133
Franklin Life	68½	68
Great Southern Life	78	82
Gulf Life	21¾	22¾
Jefferson Standard	80	83
Kansas City Life	1330	1420
Liberty National Life	34½	36
Life & Casualty	21	22
Life of Virginia	106	110
Lincoln National Life	194	199
National L. & A.	85¾	87
North American, Ill.	16¾	17¼
N. W. National Life	83	87
Ohio State Life	293	315
Old Line Life	42½	45
Republic Natl. Life	50	52½
Southland Life	95	99
Southwestern Life	105	110
Travelers	80¾	81¾
United, Ill.	30½	32
U. S. Life	37	38½
West Coast Life	35¾	37
Wisconsin National Life	63	65

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The National  
Weekly Newspaper of  
Life Insurance

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DENVER 2, COLO.—234 Commonwealth Bldg., Tel. Amherst 6-2725. J. Robert Ebelhardt, Rocky Mountain Manager.

DES MOINES 9, IOWA—327 Insurance Exchange Bldg., Tel. Atlantic 2-5966. D. J. Stevenson, Resident Manager.

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ST. LOUIS 2, MO.—221 Pierce Bldg., Tel. Chestnut 1-1634. Geo. E. Wohlgenuth, Resident Manager.

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#### CHANGE OF ADDRESS

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# Story Behind NALU Building Hassle

(CONTINUED FROM PAGE 1)

top of his regular business responsibilities, suffered a heart attack. Even those who regarded the building project as too elaborate were reluctant to seem unappreciative of the efforts of a man whose dedication had cost him such a price. Neither did anyone want to start a counter-movement that could conceivably bring a return of Mr. Cleeton's heart ailment. Then too, without any such intention, the very dedication of the Cleeton committee tended to discourage NALU members from asking pointed questions or wondering out loud about the real need or wisdom of putting up a million dollar building on land so restricted by deed covenant as the proposed site is.

## Prudent Man' Wouldn't Invest

It was this last point that particularly worried President Albert C. Adams of NALU. After considerable investigation, he came to the conclusion that, as he put it, a "prudent man" would not invest so heavily in a site so restricted as to use and to type of building. He also felt that the project had reached the stage where the NALU board of trustees should regain some of the discretion it had delegated to the building committee. The building committee was thunderstruck at the idea of cutting the construction budget by \$250,000. The members doubted that a building large enough for NALU-LUTC requirements could be put up for as little as \$750,000 and still meet the artistic requirements for the particu-

lar area, which are considerably more strict than for the District of Columbia in general.

Nevertheless, it was not the wrecking of its memorial building plans that caused it to resign in a body. Rather, it was a feeling, justified or not, that in adding the president and managing directors of NALU as members of the committee and requiring advance approval of contracts and commitments the trustees were displaying a lack of confidence in the committee.

Doubtless, if these requirements had been imposed from the beginning of the committee's tenure they would have been accepted without causing any friction. It was the feeling of having the rug pulled from under it that caused the committee to resign in outraged protest.

Whether the committee or the board were right or wrong in their actions is of course a matter of opinion. Under the NALU bylaws, the board was within its rights in acting as it did and of course the committee was completely within its rights in resigning.

It is equally impossible to say whether the board's attitude or the committee's represents the feeling of a majority of NALU members. The trustees and officers are the official representatives of the member associations, so officially at least, there can be no question that the board's action, which was unanimous, represents the will of the membership.

Perhaps there will be some who heard Mr. Cleeton's inspired descrip-

tions and saw the architects' drawings of the projected building at national council meetings who will regret the decision to scrap the proposed edifice. But doubtless there will be others who will feel a sense of relief that the need for raising an additional half a million dollars has been cut in half. The chances are that the vast majority of NALU members really do not care much one way or the other. They would be gratified and perhaps feel a sense of pride at the elaborate memorial building that was planned but if it turns out to be a more functional type of building, well, that is all right, too.

## A Sense Of Resentment

But underlying the latest development is deep regret that even in what the board felt strongly to be in the best interest of the association, the committee members went away with a sense of resentment and the feeling that they had lost the confidence of the board.

The way in which the million dollar building project grew from extremely modest beginnings is a curious saga

and in a way, a tribute to the salesmanship for which life insurance is famous. Mr. Cleeton's was doubtless the most eloquent but there was plenty of other salesmanship as well.

The project began more than six years ago when the association headquarters was at 11 West 42nd street, New York City, and nobody had given any thought to moving out of the New York City area. It was at a time when there was a considerable surge of interest among businesses toward moving out into the suburban areas. There was even talk of some life companies moving their home offices to the suburbs to escape crowded city conditions. The original NALU idea was to buy an estate from some millionaire in Westchester county and convert it to office use for NALU and NALUTC.

As soon as word got around that NALU was considering moving out of the business area of New York, enthusiastic suggestions from all over the country began pouring in, many with pictures of beautiful mansions that could be had for little more than the proverbial song. It seemed as if there was hardly a city in the United

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States that was not touted as the logical place for NALU headquarters.

Then the Chicago Assn. of Life Underwriters got into the act with an aggressive and well organized promotion campaign. It found a tract of land adjoining the University of Chicago campus which could be had for free, as part of the University's program of reclaiming the badly run-

down neighboring areas. The American Bar Assn. building was being put up near-by and the site had considerable attractions. The main drawback was that people going to and from work would have had to traverse an unattractive part of town.

The New York City Assn. on the other hand, got off to a rather late start, not having fully appreciated the

possibility that the national headquarters would be moved out of the area. As a matter of fact, the New York committee never took the aggressive interest in the NALU location that the Chicago association did.

By this time the national association had collected close to \$300,000 in cash and pledges—mostly cash—toward the building project. For a time, the top contender as a site seemed to be the building then occupied and owned by Bankers National Life in Montclair, N. J., as a home office building. Bankers National was putting up a new and larger home office building in Montclair and would have sold its old building for \$283,000, which was less than NALU already had in the building account. Another contender was a site on East 39th street, New York City, where a building was about to be erected. Somewhat more expensive than the Bankers National office, it was urged as superior on account of keeping the association in the city and also providing space to rent to other tenants beside LUTC.

#### Both Lose Tug Of War

Both the Bankers National building and the East 39th street location lost out in the tug of war between the pro-Chicago and pro-New York partisans on the NALU board. The feeling grew so intense that in spite of all efforts to agree on either New York or Chicago there was a continuing deadlock.

After much pulling and hauling, Washington was picked as a compromise.

Once the Washington location had been selected, the availability of a piece of property at 26th and C streets, N.W., owned by Acacia Mu-

## Manufacturers Life Now Issuing Family Policy

Manufacturers Life has added family plan to its line of contracts available in units of \$5,000. Each unit provides \$5,000 whole life on the husband, \$1,250 term on his wife, if she is the same age as her husband, and \$1,000 term for each child covered. The age of the wife determines the amount of insurance on her life.

The premium rate depends solely on the husband's age. Premiums are payable until his age 85 or prior death. The rate remains level till the policy anniversary nearest his 65th birthday when they are reduced, since all term coverage on the wife and on children still covered expires and the basic sum on the husband remains in effect.

tual opened the way to the erection of a memorial type building that would combine beauty and impressiveness with facilities needed to carry on the operations of NALU and LUTC. In view of special restrictions on the type of building that could be put up in the area, something more than the typical office building would be required.

NALU had plans drawn for a building on this site. Meanwhile, the government was getting ready to put its new \$50 million State Department building across the street from the proposed NALU site. The government tried to prevent NALU from building, but when it found out it could not, it offered a land swap that the front of the NALU building, rather than the north end, would face the State Department building.

Involved in all this was the government's condemnation proceeding against a ramshackle laundry building

## WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

### Wanted ... Superintendent of Agencies

A top producer who knows how to recruit, select and supervise needed for Southern California, one of the fastest growing areas in the country. Must have successful background in recruiting and training in the field. Age 28-44.

The position is open with a new company, offering a full portfolio, young management, a \$400,000,000 parent organization with complete corporate facilities including employee benefits and profit sharing.

Salary — expenses — overtime.

Also needed—Training Director able to build his own program. Minimum 5 years experience. Age 28-44.

### PACIFIC FIDELITY Life Insurance Company

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Los Angeles 17, California  
Wayne J. Herring, C.L.U.  
Director of Sales

### UNMATCHED OPPORTUNITIES For Agents and General Agencies With This Rapidly Growing Company

Complete line of life, A & S, hospital, major medical. Also franchise life and A & S. Featuring non-cancelable, no termination age, pre-existing conditions covered. Non-medical privileges on life. Ages 45 to 75 up to \$2500.00. Complete facilities for sub-standard life and A & S. Definite opportunities in States of Washington, Illinois, Indiana, North and South Dakota, Utah. Will consider entering other States under proper conditions. All replies treated in strictest confidence. Reply Box #B-67, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

### AVAILABLE PUBLIC RELATIONS DIRECTOR

Experienced at top management level with successful life insurance operation, seeks similar connection with company having wider scope. All phases of public relations, advertising, publicity and sales promotion. Good personal sales record. Special interest in a relatively new company, or, mature non-life company now entering the life field. \$16,500. Address Box B-57, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

### POLICY ANALYST

Great opportunity for young aggressive man with experience in Accident & Health. Experience necessary in Home Office Accident & Health operation. Federal Life, a 59 year old Chicago firm offers finest working conditions available. Salary open. For more information contact or write: Emery Huff, Agency Vice-President, 6100 North Cicero Avenue, Chicago 46, Illinois. Tel: Avenue 2-2200.

### ASSISTANT TO VICE PRESIDENT

Progressive insurance company writing Life, Accident and Health and Hospitalization, whose home office is located in Chicago, desires a man (28-38) as assistant to Vice President. You must have several years of insurance accounting experience along with general home office background. College graduate preferred. This is a challenging opportunity which offers unusual potential advancement. Send your résumé and salary requirements to Box B-37, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

### IS THIS FOR YOU?

For energetic men who have ambition and initiative we have several good positions in Chicago and Suburbs for selling our attractive Insurance policies. We furnish all leads—our proven sales methods have produced over \$500. commission per month for only part time men. There is no reason why you cannot do better. Write for an appointment. Box B-56, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill. Sales lectures and training start soon.

### HOME OFFICE GROUP ADMINISTRATOR

Challenging opportunity in new Group operation for man who can install and supervise Home Office internal operating procedures for both Group Life and Group A & H. Experience should include designing of forms, handling of claims procedures and billing procedures, writing of operating manuals, etc., or at least close familiarity with these subjects. Give full details of experience, education, personal data, salary expected and reference, and enclose recent photo. Replies held confidential. Our employees know of this ad. Write Box B-45, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

## Mr. President !!!

## Your Company Will Earn More Money If You Let Foundation Handle Details . . .

Foundation is a new kind of organization with a new concept of service for the life insurance industry.

• Insurance company clients of Foundation Life Insurance Service Co. are well above the average in growth and earnings when compared with the rest of the life insurance industry. And there's a good reason why.

The executive personnel of these client companies are free to concentrate on sales, sales and more sales. Foundation takes care of all the home office detail work, and does it less expensively.

For instance, Foundation will process your applications, issue your policies, mail your premium notices, audit and pay your bills, and do your premium and general accounting.

We'll relieve you of the burden of these home office chores and save you money on administration expense. More important, you and your executive personnel will be able to devote all your efforts to building sales.

Write today and let us show you what we can do for your company.

## Foundation Life Insurance Service Company

Box 321, Northside Station

Atlanta 5, Georgia



ing at the other end of the block, which involved a court fight. Only recently was the way cleared for the exchange of sites. However, whether NALU will ever build on the block is now in doubt. President Adams of NALU has expressed serious doubts about the site, in view of the restrictions imposed by the government as a condition of making the trade. This is a natural precaution for the government to take, to make sure that the type of building and the occupancy are in harmony with other government and private buildings in the immediate vicinity. Asked whether the association could dispose of the property without loss, Mr. Adams expressed confidence that it could at least get its money out.

If that were done it would be up to the building committee to decide where the building should be erected. In view of the NALU staff now being located in the Washington area, it seems unlikely that the building would be put up anywhere but in the Washington metropolitan area.

## Boston's Ordinary Up: Credit Family Plan

(CONTINUED FROM PAGE 1)

rather spectacular drop in the market beginning about a year ago. It received considerable publicity and influenced the minds of many young couples to thinking favorably again of the conservative, time-tested security offered by life insurance.

"New England and Boston are particularly thrift-conscious. One of our exports, as far as the rest of the country is concerned, is savings or capital. There are many jokes about the tight-fisted New England Yankee.

"So, to sum it up, I believe a great many young people were more receptive to the old life insurance thrift story in the spring of '58, thanks to the drop in the market, than they have been heretofore."

General Agent Winslow Cobb of Connecticut Mutual said:

"I think that the foremost reason for Boston showing a big increase in ordinary sales can be laid primarily to the fact that being probably the most conservative city in the country, people here in bad times turn to conservative forms of investment. Life insurance, falling into that category, therefore, has been reasonably easy to sell. I can think of no startling reason for this upturn."

General Agent Henry M. Faser Jr. of Penn Mutual said:

"It is my opinion that the main reason is that Boston has not felt the effects of the recession to any great extent. True, there have been a few businesses that have closed, such as the Ford Motor Co. in Somerville. On the other hand, there are many additional businesses that have been expanding and opening, particularly in the electronics field.

"Actually, I have not heard from a single man in my agency that he has run into any recession talk with his prospects."

## Allstate Life Has \$1 Million Day

Allstate Life experienced its first "million dollar volume day" recently, for two consecutive days. The increase in sales was attributed to extension of life facilities to Pennsylvania and Michigan. Allstate's total sales to date have reached \$50 million since the company began operation in 1957.

## Four MDRT Scholarship Winners Are Announced

(CONTINUED FROM PAGE 2)

ployees improve their self-management techniques, both on the job and in their personal lives. Mr. Stackfleth specializes in estate planning and business insurance.

Mr. Turner, though totally blind since age 17, has made a notable sales record in the year since he entered the life insurance business. He has won several company awards and trophies, including a sterling silver tray in a "quota buster" contest and a trip to the company's Leaders Club annual convention in Florida.

Mr. Turner walks to the office each day, guided by Villa, his Seeing Eye dog. He spends the morning writing letters and telephoning. Most selling visits are in the afternoon and evening, when he is accompanied by his wife, Jeanie, who also does all reading and writing for him. Every other Saturday he goes by bus with Villa to Dallas to attend a two-year training program, for which he also studies an hour a day.

Holder of a B.B.A. degree from North Texas State College, Mr. Turner was president of his junior class and during senior year, of the student body. Just before senior year he married Miss Jeanie Jeanes, a home economics major at Texas Women's University, which, like North Texas State, is in Denton. They have a one-year old daughter. To finish his college course, Mr. Turner sold mops and brooms through the Lions Club in the North Texas area.

Scholarship winners were chosen on the basis of insurance volume sold, number of applications written, persistency of business, ratio of permanent insurance to total business, insurance education since entering the business, and community activities. The scholarship committee was assisted in selecting the winners by representatives of Purdue and Southern Methodist.

## Mutual Service Life Has New Family Rider

Mutual Service Life has introduced a family insurance rider which may be issued with any basic policy, except 5, 10, 15 or 20 year term, provided premiums are payable at least to age 65 of the insured. The father is the insured under the basic policy. The rider provides decreasing term insurance on the wife with the initial amount depending on her age at issue. The rider also provides \$1,000 of level term to age 22 per unit on each unmarried child, stepchild and adopted child at issue who is at least 15 days old and has not reached the 20th birthday. Any child born after the date of issue is automatically insured at 15 days. A rider may be issued only if the wife is 17 or over and not older than 45, and the wife may not be more than 12 years younger nor more than 7 years older than her husband.

## Educators Mutual Holds Annual

Educators Mutual Life, Lancaster, Pa., held its annual 3-day teacher division sales meeting at Bedford Springs hotel, Bedford, Pa., recently. Awards were presented to Donald D. Boyer, Camp Hill, Pa., as "teacher agent of the year," and to Gentry Hale, Nashville, as "dollar volume agent of the year." David R. Davis, Levittown, Pa., received a certificate as the first teacher-agent to sell an educators life insurance policy.

# REINSURANCE

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# SALES RECORD

1957 was another Banner Year for some 1,200 Jefferson Standard agents. 1957 was their sixth consecutive "Best Year" in life insurance sales.



Represents The Jefferson Standard

**Jefferson**  
LIFE INSURANCE COMPANY

**Standard**  
Home Office: Greensboro, N.C.

## "Bankers Life Has Started One of the Most Important Merchandising Trends in the Life Insurance Business"

### Editorial Comment

#### *Insured Insurability Catching On*

Last year Bankers Life of Iowa brought out its "insured insurability" plan, by which a man can guarantee that he'll be able to buy the coverage he plans to, no matter how his insurability may change. Quite recently Life of North America brought out a plan having the same purpose and just as we were getting ready to hail this move as indicating a trend, Lincoln National and State Mutual Life announced guaranteed insurability riders. So, as experienced trend-spotters, we now proclaim that Bankers Life has unquestionably started a trend.

We are particularly happy to spot this trend, because during the time Bankers Life's plan was being developed—a fact we weren't aware of—we did some editorial drum-beating for the insured insurability concept. Bankers Life, we're sure, is happy about having other companies follow the same path it has taken. This is one type of contract that will sell better for each company issuing it as more companies adopt it.

Furthermore, the more widely the plan is sold, through more companies selling it and more of each company's

agents selling it more intensively, the less the hazard of possible adverse selection. Not only do the option dates for buying additional coverage supply sales opportunities to the company's agents but there is an incentive to the company to see that as large as possible a percentage of the eligible buyers take advantage of their right to buy. And if still insurable, what more logical time could there be to try to sell additional coverage above that available through the insurability guarantee?

Perhaps the greatest waste of manpower in selling life insurance is the sales work that is done to sell a prospect, tie him up as a loyal client—and then neglect him, so the job has to be done all over again by some other agent, usually from another company. The insured insurability plan is the most effective way we have heard about for cutting this kind of wasted effort to a minimum.

We believe Bankers Life has started one of the most important merchandising trends in the life insurance business and we hope that many other companies will get on the bandwagon.

July 12, 1958, National Underwriter

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Our guaranteed "Insurability" option is another evidence of Bankers Life Company's leadership in developing new concepts which do a better job of serving our policyholders and the public.

**BANKERS *Life* COMPANY**  
DES MOINES, IOWA

**THE COMPANY THAT FITS THE NEED**